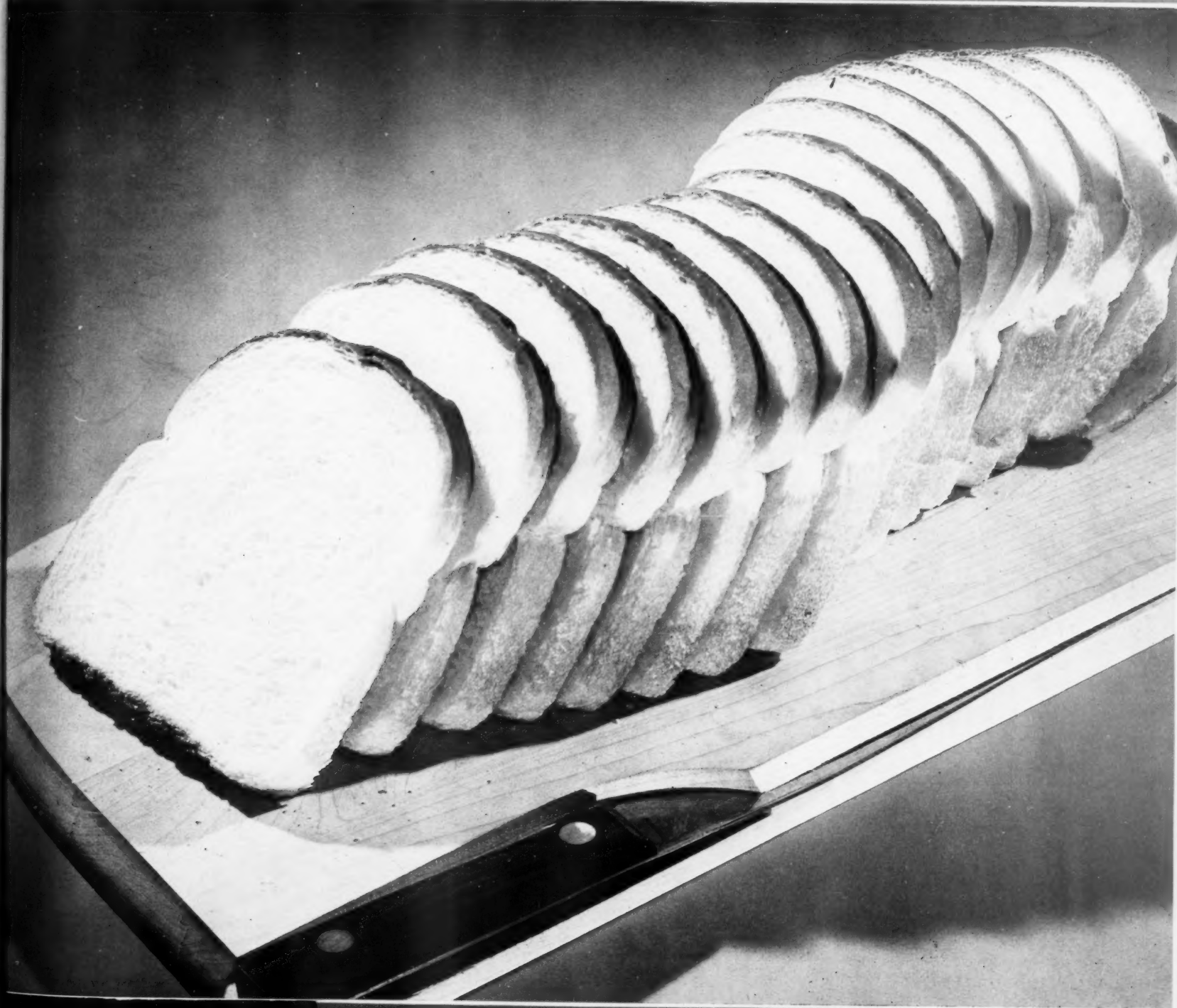


The American **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA

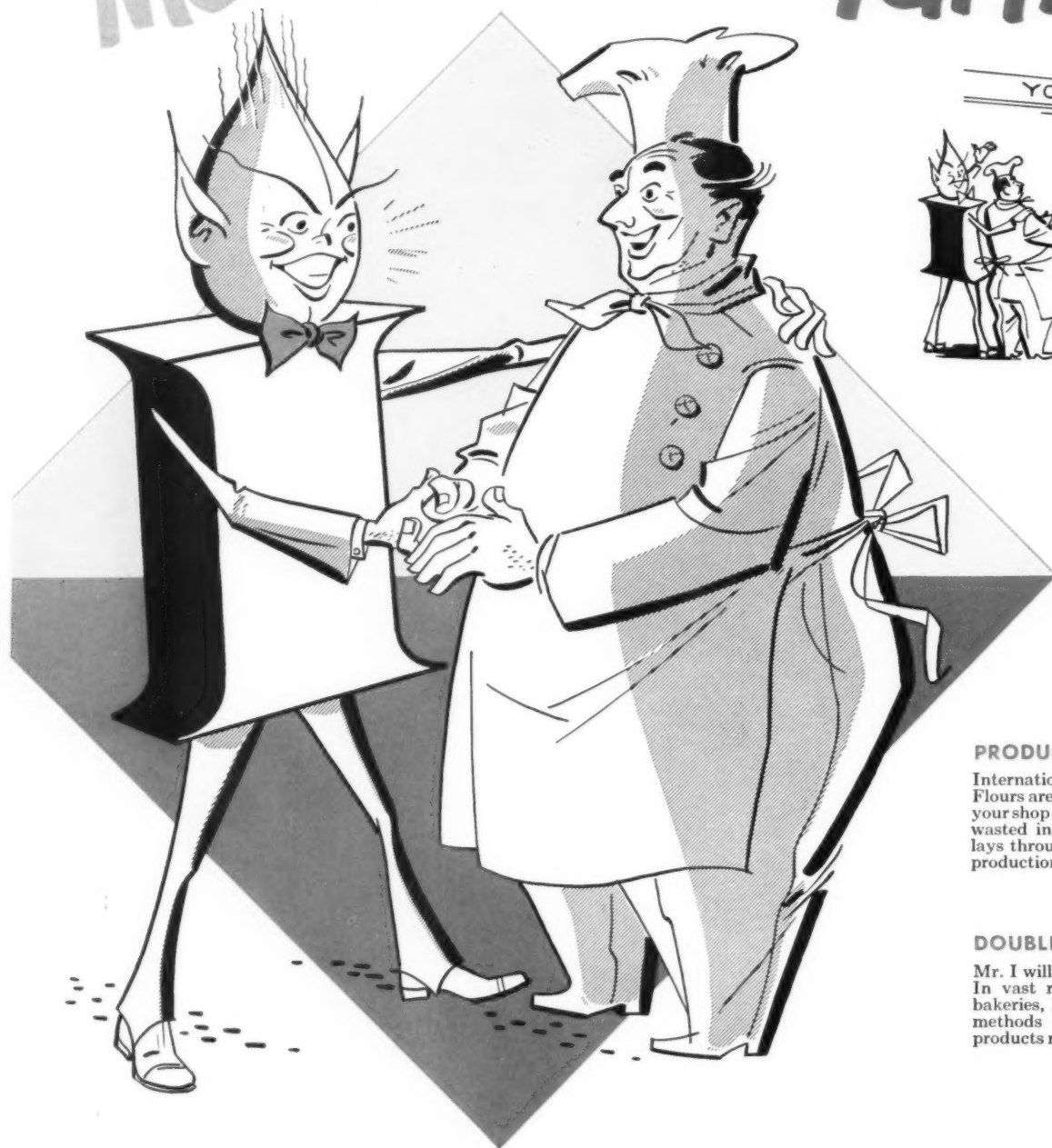


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AUGUST
Volume 19
Number 8

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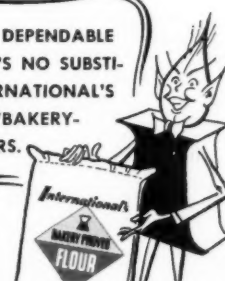
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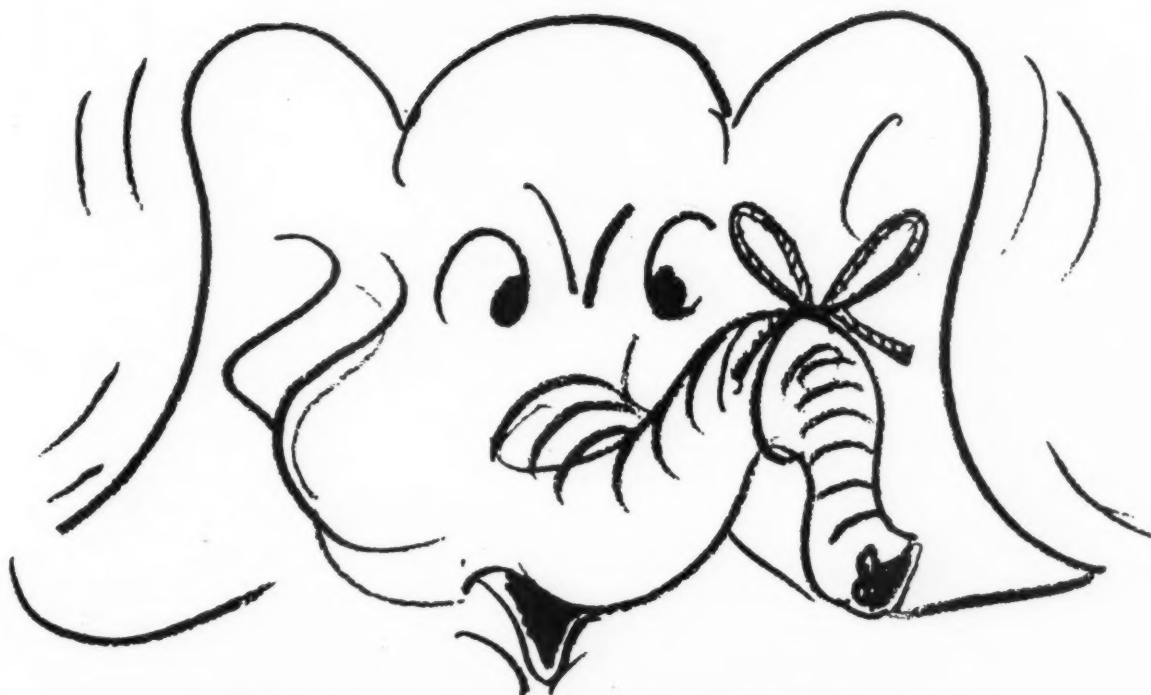
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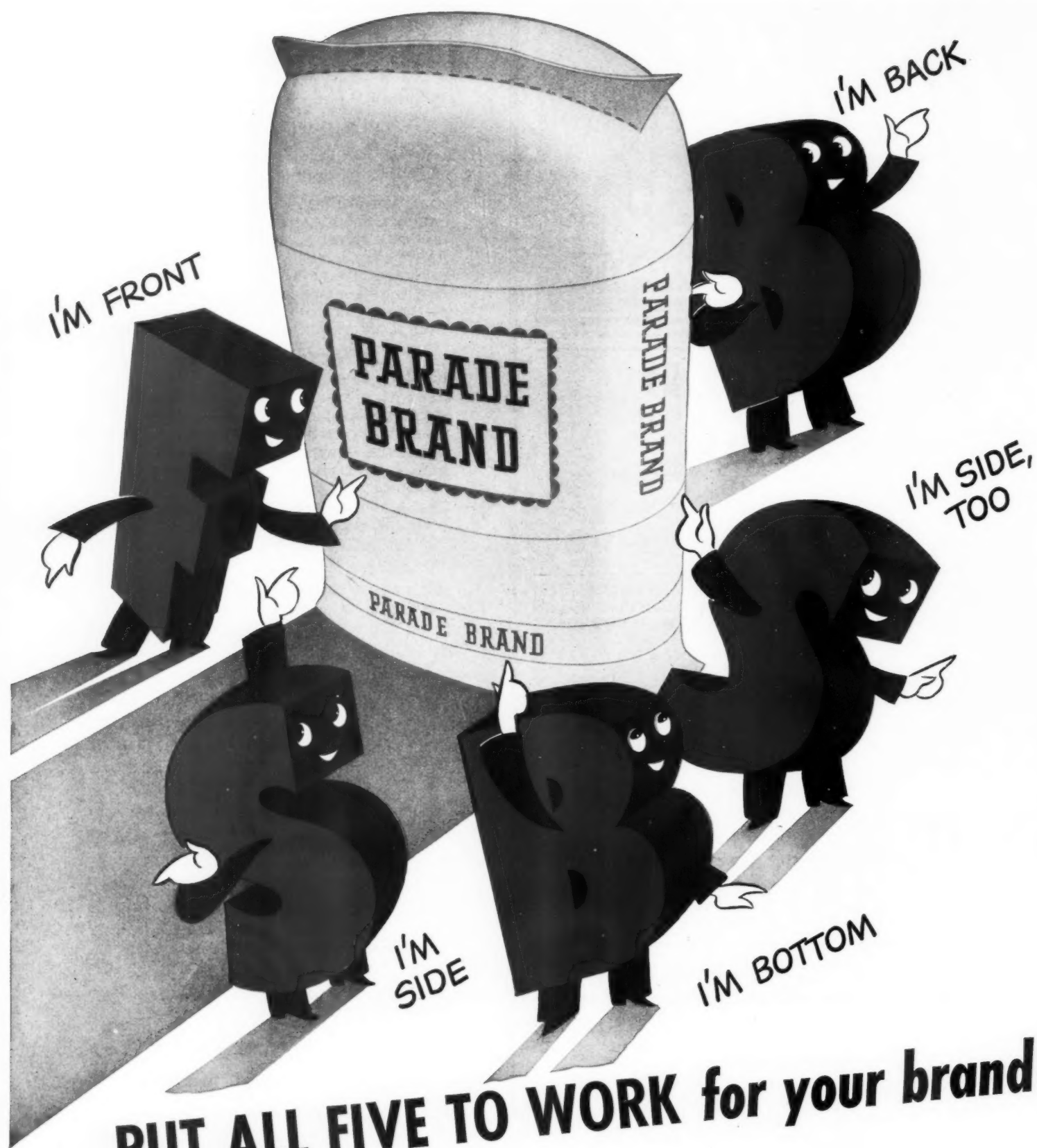
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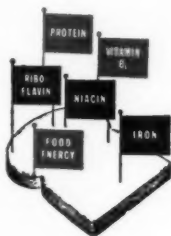
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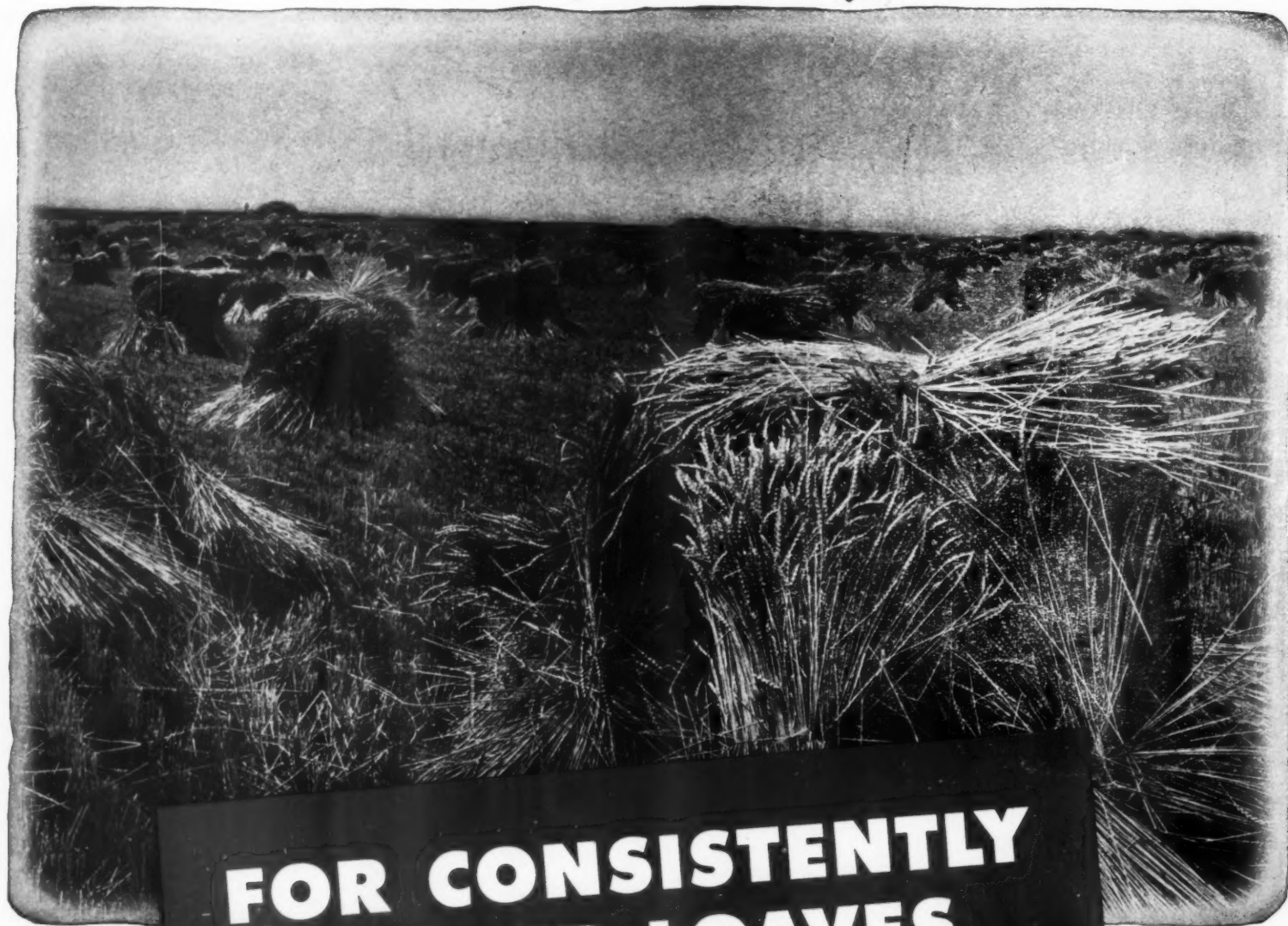


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BILL STERN TELLS ANOTHER SPORTS STORY


America's most famous annual harness race is named in honor of Hambletonian, and thousands of people from all over the land flock to the little town of Goshen to see the running of this annual sulky race. In the historic year of the Gold Rush of 1849, Hambletonian was born. His sire was a crazy, vicious animal never broken to harness or saddle, while his dam was a crippled road trotter, useless even for afternoon drives in the county.

Soon after he was sold for \$125. His new owner tried him out in a speed test but Hambletonian was too slow, so he offered him for sale . . . but there were no takers! Exploited as a stallion for mating purposes, Hambletonian proved to be something of a gold mine. For he lived 26 years; he was sire of 1,335 foals, and as a sire he earned a fortune of \$308,615! The older Hambletonian

grew, the more famous and more loved he became. And when he died, a huge monument was erected to his memory, and to this day, his name is still honored. A strange story for a strange champion of the turf that never ran nor won a race!

Yes, profit-records such as Hambletonian's are a rarity in the sports world, but in the baking business, Commander-Larabee's family of premium quality flours is piling up some impressive profit-records for wise bakers every day. First, by producing the top-quality baked goods that customers expect, and will return to buy again. Second, by assuring these superior results *consistently* . . . without profit-eating, last-minute schedule or formula changes. There is a Commander-Larabee flour precision-milled to meet your every baking need. You'll help *your* profit-record by putting it on your next flour order!



WHEN PERFORMANCE COUNTS . . .

Commander-Larabee Milling Co.

GENERAL OFFICES: MINNEAPOLIS • 2 • MINNESOTA

Editorial . . .

Bread Gets a Good Break

See News Story on Page 13)

WHEN a magazine or newspaper of general circulation deals with flour and commercially-baked bread fairly and without crackpot prejudice it is as newsworthy as man-bites-dog. Collier's has done this in a noteworthy article appearing in the Aug. 11 issue.

Howard W. Files, president of the Millers National Federation, is credited with planting the seed of this good fruit. He suggested to a member of the Collier's organization that public health benefits from the flour enrichment program deserved editorial attention. Robert Froman, a staff writer, was assigned to the task. He was not content to tread the well-beaten path of the food crackpot and to echo the hackneyed "not-like-grandma-made" line. He went to miller and baker, nutritionist and consumer. He found out all about flour and bread as they are and not as the dietetic crank and dyspeptic gourmet thinks they should be.

Mr. Froman does not deal, as he might properly have done, with the most serious aspect of bread crackpotism, which has been effective in the course of the past century (he calls it the Hundred Years' War of Words) in vastly curtailing the consumption of bread, a circumstance not

damaging solely to the bakers of bread but to the nutritional welfare of the nation as well. He is content to treat the captious critics of bread with amusement.

Though he does not tell all there is to be told about flour and bread, Mr. Froman does tell the essential facts about what they are, how they are made, why they are as they are, and what is their significance in today's nutritional economy; and he does this in an entirely unemotional manner. Bread has suffered from too much emotionalism in print, and it is refreshing to find such an entirely opposite approach as the one taken in Collier's. Mr. Froman visited the office and library of The American Baker during his study of the subject and naturally we are flattered to find many of our own ideas about bread incorporated in his account.

It would need a great many articles like that of Mr. Froman to set right the errors and counteract the calumnies of innumerable other articles published in recent years. This one is especially timely because of the current epidemic of derogation inspired by the federal bread standards hearings. The baking industry should make the most of it.

Mr. Delaney Libels Bakers

(See News Story on Page 16)

PERHAPS Mr. Delaney is the victim of a ghost-writing, sensation-seeking magazine editor who has taken advantage of the congressman's zeal to promote the food health of the nation. That would be the kindest way of looking at it. Nonetheless he has inflicted an unwarranted injury upon the baking industry and in so doing has rendered a grave disservice to the public he wishes to serve.

Our reference is to Rep. James J. Delaney (D., N.Y.), chairman of the House select committee investigating the use of chemicals in food and agricultural products, and to the feature article attributed to him in the July number of the American Magazine. In this article, titled "Peril on Your Food Shelf," Mr. Delaney revived several noxious statements that had been sufficiently refuted by representatives of the baking industry when they were made in connection with the committee's investigation of the use of emulsifiers in bread.

The nature of Mr. Delaney's errors and extravagances was made clear in a letter of protest from John T. McCarthy, chairman of the Ameri-

can Bakers Assn. Mr. Delaney has libeled the commercial baking industry and has further prejudiced a vexing problem that should have calm consideration and dispassionate judgment.

Such statements as these (from the article) will do little toward reaching a sober conclusion:

"The growing number of mental diseases makes one wonder if there is not some connection between that problem and the many new chemicals used in our foods. . . . Doctors testifying before the House committee have stated that there may be some connection between these new chemicals and the increase of such diseases as cancer, polio and the mysterious virus X. . . . Although there is no conclusive evidence that these new chemicals are harmful, there is plenty of evidence (in reference to bread) that they have reduced the nutritive content."

Mr. Delaney offers no substantiation for any of these and other alarming and often (as in the case of the last of these quotes) absolutely erroneous propositions. This is not the approach of the scientist or the statesman; it is the approach of the political mobster.

There is something to be said for Mr. Delaney, nevertheless. He is right in what he wants to do, though he is very wrong in some of the ways he aims to do it.

• • •

. . . A Loaf of Bread

IT may not be forcing the issue to feel that Pathfinder magazine, in a recent issue, emphasized the two most basic strengths of America in its institutional advertisement headlined: "A loaf of bread and a ton of steel have . . . much in common." As eminent an authority as the president of the American Medical Assn. has given enriched bread considerable credit for the increased mental and physical vigor of the American people, while our industrial empire pyramids on its foundation of steel.

The importance of bread in the present and future of the nation is outlined as Pathfinder tells its reader, "These are the products of the courage and skill of millions of men and women, the citizens of America."



BAKERS BLASTED: A Senate Agriculture Committee report recently contained bitter blasts against the baking industry and food processors in general. However, The American Baker's Washington correspondent points out that the report contains half-truths, clear untruths and screened evidence which discredit it as an honest, objective document. Nevertheless, it is expected to be a prod for the Department of Justice to investigate the pricing practices of the baking industry.

See story on page 10

EFFECT OF CONTROL LAW: As top stabilization officials huddled with Charles E. Wilson, defense mobilization chief, over provisions of the recently enacted extension of price controls, the position of the baking industry still was unclear. Top officials of the Office of Price Stabilization said that they could not chart a policy until the mobilization agency sets down a line of interpretation to be followed.

Story on page 11

BAKERS OF AMERICA PROGRAM FUND: More than a million dollars has been subscribed for the 1952-53 Bakers of America Program, and more subscriptions are arriving daily, according to Karl E. Baur, chairman of the program and planning committee for the promotion and president of the American Bakers Assn. Plans for 1952 and 1953 contemplate a sharply expanded public relations operation and broadening of the advertising, consumer education and merchandising phases of the program.

Details on page 12

NEW CROPS BAKING QUALITY: Excess rainfall in the Southwest during the harvest season affected the physical characteristics of the 1951 crop, but did not affect its baking quality, the Southwest Cereal Chemists Crop Reporting Committee has said. Protein is lower, ash is about the same; severe weathering has caused bleaching of the kernels and a lowered test weight.

Details on page 12

ARTICLE PRAISES BREAD: The baking and milling industries are hailing an article on bread in the Aug. 11 issue of Collier's magazine as a welcome relief from the inaccurate and slanted stories on the subject that have appeared in other national periodicals in recent years. Robert Froman, author, spent weeks in assembling the material and writing the story, which is one of the most favorable reports on bread ever to appear in a national magazine.

Details on page 13

FLOUR MARKET: Wheat and flour prices appeared to be on firmer footing in early August as the peak of marketing of the new winter wheat crop passed without making a serious dent in the price line, according to George L. Gates, market editor of The American Baker. Wide participation in the price support program was the chief price-bolstering factor. Marketing of the spring wheat crop this month will test market stability again, after which an advance to loan levels is expected sometime during the crop year.

Details on page 14
(Additional Spotlight Comment on page 60)

Next Month . . .

● **MANPOWER PROBLEMS** in a bakery often can be solved before they grow into major grievances, Fred Rudge, president of Fisher & Rudge, Inc., New York, and an authority on employee relations, points out in an article that will appear in the September issue of The American Baker. He writes that the employee attitude survey, a new concept in the field of worker relations, brings unfavorable reactions into the open when they are small and corrects bad situations before they have a chance to grow.

● **ROLLS AND BUNS** of all types are great favorites in homes and restaurants, A. J. Vander Voort, technical editor of The American Baker, says in his September formula feature. Rolls and buns can be made in many different shapes, sizes and varieties and thus can be served three times a day without becoming monotonous.

This Month . . .

Flour Market Review	Page 14
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Successful Selling	Page 29
Worth Looking Into	Page 42
Ring the Baker's Doorbell	Page 46
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Crusts and Crumbs	Page 62
Questions and Answers	Page 22
Convention Calendar	Page 65
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Senate Report Blasts Baking Industry

SCREENED EVIDENCE, "FALSE FACTS" DISCREDIT DOCUMENT

Agriculture Committee Report Expected to Inspire Justice Department Activity—Bakers Depicted as Big Profit Seekers

JOHN CIPPERLY

American Baker Washington Correspondent

WASHINGTON — Bitter blasts against the baking industry and food processors in general were contained in a Senate Agriculture Committee report issued recently and based on hearings which previously had been conducted by a Senate sub-committee headed by Guy Gillette (D., Iowa).

Not only is the report larded with excerpts of testimony uncomplimentary to the baking industry, but it also is frequently punctuated with clear untruths which do much to discredit it as an objective document. It already has been called in bakery trade circles "unworthy" of so substantial a congressional committee as that of Senate Agriculture.

There may be some solace to bakers in the knowledge that the report as far as their industry is concerned was not studied by all members of the Agriculture Committee, and in one instance a committee member declared that he had not read that phase of the report. It appears that members of the committee primarily interested themselves with those parts of the report which represented agricultural activities closely identified with their home states.

It was inferred by a member of the committee that the bakery aspects of the report were prepared by the counsel to the sub-committee, Paul E. Hadlick. The Gillette sub-committee was reconstituted after the hearings were completed, and final report was completed by Senators Spessard L. Holland (D., Fla.) as chairman; Allen J. Ellender (D., La.), Clyde R. Hoey (D., N.C.), George D. Aiken (R., Vt.) and Milton R. Young (R., N.D.). The final report, however, was issued over the approval of the full Senate Agriculture Committee.

Justice Department Prod

Aside from the partisan nature of the report itself is the prod it gives to the Department of Justice to get busy on an investigation of the pricing practices of the baking industry. This government law enforcement agency is never without plans to make work for itself in its anti-trust division, and this official urging from the Senate is certain to provoke a response by the department's anti-trust division. Members of the Senate committee said they have been informed that following the publication of the document, the law enforcement branch of the government had sent to the committee for copies of the report. With the price of bread always a favorite scapegoat of every politically-minded administration, there is every indication that a new and better witch hunt is in the making.

Starting out in a leisurely manner the report sets forth the objectives of the original sub-committee, but promptly warms up to its objective of putting the food industries on

a pillory of prima facie evidence which has been carefully screened to depict bakers and other food processors in the guise of "robber barons" exacting toll both from the farmer and the consumer for the sake of lucrative profits.

Farm-Retail Price Spread

Here are two items selected from the warming-up phases of the report. The report notes that there remains much to be done regarding the study of price spreads between the farm and retail levels and sets forth to point up its case by saying: "During the year 1949 prices of farm products declined 13%. The consumer, however, was given but a small part of such reduction as retail food prices declined an average of 4%. However, retailers did not receive all of the benefit, because wholesale prices dropped only 10%."

Once into the swim at the propaganda pool, the author of the report loses no time in splashing about indiscriminately. Let us pick up the next jab at the ethics of the food processing industries. The author says, "Throughout most of the food processing industry there has been a notable expansion of facilities financed out of increased earnings not passed along to the stockholders. The consumers, by paying prices returning the processors more than normal profits, became the financiers of the sellers' expansion program."

"The food processing and distributing industries, while performing useful service to the nation, take advantage of every opportunity to increase or maintain their prices."

Once having laid the groundwork for the propaganda smear technique,

the report craftily points up some statistical material of the U.S. Department of Agriculture which paints the processing industries in a none too favorable color. These selections consist of excerpts from USDA reports on the share that the farmer receives from the consumer's dollar. It is noted that the farmer's share of the bread dollar is small—not particularly sensational as far as its news value is concerned—but then the report artfully says that "in 1947 the wheat farmer received 3¢ out of a loaf of bread selling for 13½¢. His return in 1949 was only 2.4¢ from a loaf selling for 14½¢."

Report Attacked

This report was one which John T. McCarthy, chairman of the board of the American Bakers Assn., attacked in a communication to Charles F. Brannan, secretary of agriculture. This brought forth a partial repudiation of the conclusions of the report by the USDA chief. The McCarthy-Brannan exchange took place several months ago and surely must have been available to the author of the bread section of the report. If it was, he neglects to mention it.

At this point the report takes up the hot controversy over chemicals in food and cites conclusions of persons who, the report says, "believe that the decline in the consumption of bread is due to the fact"—note the use of the word fact, "(1) that present day bread contains less skim milk, nonfat milk solids and fats than formerly; (2) that chemicals and compounds, many of them complex surface active substances, while adding no nutritional value, are widely used to impart properties of softness and sales appeal; and (3) that flour millers not only bleach flour but also remove the natural minerals and vitamins from wheat and often add synthetic chemicals."

"The introduction of chemicals into foods in order to make a cheaper product resemble a better one deserves a very thorough study by this or some other committee of Congress."

Since the report ignores the respon-

(Continued on page 70)

Planning for ABA Meeting Oct. 13-17 Gets Under Way

CHICAGO—Experts in the fields of production, packaging, quality control, merchandising and all other phases of bakery operations will discuss industry problems and their solution at sectional meetings during the annual convention of the American Bakers Assn. The convention will be held at the Hotel Sherman, Chicago, Oct. 13-17.

Programs for the special sessions are now being formulated by chairmen of the various divisions, according to Karl E. Baur, Liberty



ABA Convention Emblem

Baking Co., Pittsburgh, ABA president and general chairman of the convention committee.

"Outstanding speakers qualified to give down to earth information of extreme value to every baker are being chosen by the branch chairmen," he said. "In addition we will have speakers at the general sessions who will bring messages of considerable importance from the national industry standpoint."

"Matters of keen interest will be presented on the Bakers of America Program, the American Institute of Baking, young baking industry executives and other special sessions during the convention. The Allied Trades of the Baking Industry is planning a program of special interest as well."

"Complete details of each branch and special session will be announced in coming weeks as soon as all details of each section are worked out. While the convention is still several weeks ahead, I hope every baker will set aside the period starting Oct. 13, to be present in Chicago."

"There are many problems, national and local, facing the baking industry at this time. By October, national and international affairs affecting America and therefore of vital concern to any basic industry such as baking, will be more clearly defined."

"At the ABA convention, there will be many points clarified which will assist individual bakers in working their way through the months and

FUCHS FIRM TO PROVIDE WATER SERVICE

SOUTH MIAMI—Fuchs Baking Co. is preparing plans to erect a 75,000 gal. water tank on the premises, which will not only serve its sprinkler service but also will be available for use of the fire departments of South Miami, Coral Gables and Dade County. A fire hydrant attached to a 66-ft. well will provide this service. The tower will be 150 ft. in height, with a flow of 1,000 gal. a minute.

Dr. Ruth M. Leverton Honored

Need for Enriched Bread in the Diet Emphasized at New York Luncheon

NEW YORK—Dr. Ruth M. Leverton, professor of human nutrition at the University of Nebraska, well known for her "Common Sense Weight Reduction" studies which included enriched bread at every meal, was guest of honor at a luncheon sponsored by the Wheat Flour Institute at the Gotham Hotel here Aug. 2.

The luncheon, attended by 59 national magazine, newspaper and radio food editors and representatives of the industry press, preceded several scheduled radio and television appearances of the University of Nebraska scientist.

In a brief address following the luncheon, Dr. Leverton stated that "the erroneous idea that bread is fattening is a particular hindrance in planning acceptable, nutritious meals at moderate cost and especially

in planning reducing diets." She declared that "there is more need than ever before for conservative low-calorie diets of unusual foods which will fit into the framework of ordinary meal patterns at moderate cost."

In connection with cost, Dr. Leverton stated that at spring, 1951, prices, the common sense weight reduction diet averaged about 65¢ a day. She further declared that enriched bread was chosen for each meal of the diet because it is low in cost, readily available, well-liked and nutritious. "An important share of the B vitamins, food iron and protein in this diet was provided by enriched white bread," she added.

The diet menus planned by Dr. Leverton have been accepted by the council on foods and nutrition of the

(Continued on page 70)

year ahead. No baker can afford to miss our sessions."

Following is a list of the branch chairmen:

House to house: Chester E. Borck, Borck & Stevens, Inc., Bridgeport, Conn.; wholesale bread, A. K. Jordan, Jordan Baking Co., Tacoma, Wash.; wholesale pie, Nathan R. Rogers, Paradise Baking Corp., Brooklyn, N.Y.; wholesale cake, Howard B. Tolley, National Biscuit Co., New York City; multiple-unit-retail, Chris Egekvist, Egekvist Bakeries, Inc., Minneapolis, Minn., and retail, Bernard E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich.

—BREAD IS THE STAFF OF LIFE—

TWIN CITY BAKERS' STRIKE STILL ON AS TALKS STALL

MINNEAPOLIS — Frequent meetings of negotiation groups have brought no end to the strike of 1,134 bakery workers here and in St. Paul, now in its second week. An agreement reached between the union representatives and management was voted down by the union membership.

State labor conciliators have expressed doubt that further meetings under present circumstances would be "worth while," because of the "unyielding positions taken by both sides."

Peter Olson, international vice president of the International Bakery & Confectionery Workers Union of America, said the employers' offer was rejected primarily because it did not include provisions for a third week of vacation for 10-year employees.

The employers had offered a 5-day work week, a 6¢ hourly wage increase and a petition to the wage board for another 6¢.

—BREAD IS THE STAFF OF LIFE—

WALKER HAMILTON NAMED RIEGEL PAPER'S PRESIDENT

NEW YORK — Walker Hamilton was recently elected president of the Riegel Paper Corp. Mr. Hamilton joined the Riegel firm in 1921 and has been the executive vice president and general manager since 1945.

John L. Riegel, who has been president of the company since 1936, will continue as the chief executive officer of the company in the position of chairman of the board of directors.

—BREAD IS THE STAFF OF LIFE—

BAKERIES ENJOINED FROM FIXING OF BREAD PRICES

MANITOWOC, WIS.—Three bakery firms and 12 individual bakers have been enjoined by Circuit Judge Henry A. Detling from illegally fixing wholesale or retail bread prices, and, in addition, the court assessed judgments of forfeiture amounting to \$1,524 against three companies and eight individuals involved in the suit brought by the state attorney general.

The judgments against Dick Bros. Bakery and Sindelar Baking Co., both of Manitowoc, and Molan's Bakery, Inc., Sheboygan, totaled \$217.72 each. Individuals were assessed \$108.86, including Roy Molan, Sheboygan; Frank Sindelar, William Weber, Herman Springer, John Frieder and Frank Frieder, all of Manitowoc, and Edgar Stegemann and Harvey Stegemann, both of Two Rivers.

The above named, plus Arthur Spahn, Earl Ramming, Morris Mackay and George Frieder, all of Manitowoc, were enjoined by the decree from entering into any agreement to fix retail or wholesale prices of bread.

Control Situation Uncertain; New Law Brings No Immediate Change

WASHINGTON—With the top stabilization officials of the government in a huddle with Charles E. Wilson, defense mobilization chief, over the new provisions of the Defense Production Act of 1950, the position of the baking industry under price control is no clearer now than it was before. Top Office of Price Stabilization officials say that they cannot chart a price policy until the front office of the mobilization agency sets down the line to be followed in interpreting the new law.

On the surface the provisions of the new law seem to clear the path for reasonable price adjustments for bakers as to cost increases and boosts in their distribution costs. The hitch is over what interpretation the government will give to the word, reasonable.

The OPS is currently studying a specific order for the baking industry acting under the provisions of the old law. Now it is seen that the previous work put in on this regulation will have to be revised along the new price policy standards which OPS will create under the provisions of the new act. When those policy standards will be issued is uncertain but it probably will be subject to delay for two reasons:

One, the law seems uncertain in many of its provisions, and second, by delaying the announcement of any new price policy standards as provided in the law recently passed by Congress OPS can defer approval of upward price adjustments for some time.

Here is the baking industry box score to date with OPS:

The industry price level is frozen under the General Ceiling Price Regulation at levels existing between December and January, 1951. Except for increases covered by the pass-through provisions for higher prices paid by processors for agricultural commodities, bakers have no adjustment machinery to cover the increased costs of containers and distribution which occurred.

Relaxation of "Squeeze" Sought

The purpose of a specific order for the baking industry was to relieve this squeeze on these processors. For some time OPS attorneys felt that since wheat and some other commodities bakers use were not selling at price ceilings they could not authorize a specific order for the baking industry.

When the General Manufacturers Ceiling Price Regulation, CPR 22, was issued, some OPS officials felt that the bakers might obtain immediate re-

lief if they were placed under the coverage of that regulation, but top counsels of the baking industry declined that invitation since it failed to provide relief for distribution cost increases, and it was feared that if the industry was put under that order it would further delay the issuance of a price order specifically designed to meet baking industry conditions.

As the new law was passed OPS officials were working on an order for the baking industry. As things now stand the price agency may have to suspend further activity along that line until the new policy standards are formulated by the Wilson mobilization office.

Ray of Hope Seen

However, there is definite ray of hope that no matter what interpretations may be devised by the front office at ESA, certain specific provisions of the new law will require that the bakery industry squeeze as to containers and labor will have to be relieved. Once the new policy standards are announced it is entirely possible that OPS may be able to speed up its adjustment activities.

Here are the price adjustment provisions of the law passed by Congress:

According to unofficial statements of OPS officials and interpretations made by trade attorneys, this new provision of the Defense Production Act of 1950 as amended means that OPS is required to adjust price ceilings of manufacturers under either specific orders or, like bakers, the GCPR, to reflect reasonable cost increases. The advances are to be measured from date of the highest price prevailing between Jan. 1 and June 24, 1950, through July 26, 1951.

Industry Still Under GCPR

Until an adjustment price policy is formulated by the mobilization officials to accomplish these requirements all manufacturers and processors are required to continue to price under the provisions of existing regulations or under the terms of the GCPR. This means that the baking industry is still held under the terms of the GCPR.

This provision of the new act provides not only for adjustments of industry price squeezes but permits a rollback of price levels which cannot be sustained by increased cost factors as authorized in this provision through July 26, 1951.

Barring the issuance of a specific price regulation or an amendment to existing regulations, all sellers are now permitted under the broad terms of the law to petition OPS for price

adjustment within the limits of the cost increases which are ordered to be recognized by Congress. That avenue of relief, however, will not be actual until ESA formulates an interpretation of adjustment policy.

The baking industry will note with interest the area of price adjustment which may be available to them to some extent under the provisions of foregoing section of the new law as quoted above. Costs are defined by Congress as meaning: Materials, indirect and direct labor, factory, selling, advertising, office and all other production, distribution, transportation and administration costs, except such as the President may find to be unreasonable or excessive.

Adjustments Still Difficult

A clear road to adjustment for the baking industry may be in part blocked by the use of the word "reasonable" in that provision. It remains to be seen what interpretation OPS will give to that word.

There may be some cue to the extent of adjustment available in the conference committee managers' report. This explanatory statement says that "the committee of the conference adopted a new paragraph relating to non-agricultural commodities or services. This provides that after the enactment of S. 1717 no price ceiling shall become effective which is below the lower of the price prevailing just before the date of the issuance of a regulation or order establishing such a ceiling price or the price prevailing during the period Jan. 25, 1951, to Feb. 24, 1951, inclusive.

Price rollbacks are permitted providing the ceiling price either (1) is based upon the highest price received for the materials or service between Jan. 1, 1950, and June 24, 1950, inclusive, and reflects adjustments for subsequent increases or decreases in costs occurring prior to July 26, 1951, or (2) are established under regulations issued prior to the enactment of S. 1717. The conference substitute further provides that any person may, upon application and a proper showing of his prices and costs, receive an adjustment of his ceiling prices in the manner described in clause (1) of this paragraph.

"The rollback amendment will permit the administration to roll back the price of all gougers to a fair and reasonable level but will protect the fair and reasonable profit of those who have merely added to their pre-war prices the necessary and unavoidable costs of doing business which they have since occurred," it is stated.

In a previous section of the conference report the managers noted that the first provisions of the bills under consideration provided that adjustments could be up or down from the Jan. 25, 1951, level if the ceiling price reflected actual adjustments of actual factory and labor costs and spoke of other cost factors as being subject to the qualification of reasonableness.

It is forecast that the interpretation OPS develops for this provision of the new law will be governed by this language in the conference report so that they will be able to limit some of the cost increases which go beyond their present pricing policy standards.

Presumably the pass-through in-

(Continued on page 66)

Earl W. Heiner Elected Head of West Virginia Bakers Assn.

WHITE SULPHUR SPRINGS, W. VA.—Earl W. Heiner, Heiner's Bakery, Huntington, W. Va., former vice president of the West Virginia Bakers Assn. was elected president of the group during the annual convention at the Greenbrier here July 29-31.

He succeeds Lloyd D. Feuchtenberger, Jr., Feuchtenberger Bakeries, Bluefield.

Other officers elected were Robert Storck, Parkersburg, vice president;

Harry G. Fretwell, Cablish Baking Co., Charleston, treasurer, and Edward R. Johnson, 611 Pennsylvania Ave., Charleston, secretary.

Named to the executive committee were: Guy N. Belcher, Conlon Baking Co., Charleston; Mr. Fretwell; Cris Smallridge, chairman of the program committee, Charleston, Paul P. Payne, Purity Baking Co., Charleston; Albert Spelsberg, Sanitary Baking Co., Clarksburg, and Peter McCurrach, Morgantown.

Bakers' Subscriptions Top \$1,000,000

SUPPORT OF 1952-53 PROGRAM ASSURED, ABA PRESIDENT SAYS

Bakers of America Program Schedules Expanded Public Relations Operation for Coming Year—Subscription Basis Remains at 1/10 of 1% of Gross 1950 Sales

CHICAGO—More than a million dollars has been subscribed for the Bakers of America Program for 1952-53 and additional subscriptions are arriving daily in a steady flow, according to Karl E. Baur, chairman of the program and planning committee for the promotion and president of the American Bakers Assn.

With governors of the ABA taking the lead, bakers who underwrote the advertising and promotional campaign for the last four years are again assuring their support of the program for another two years, Mr. Baur said.

The governors, meeting in St. Louis early this year, voted to continue the program on the same subscription basis as in 1951-52—1/10 of 1% of gross sales, using 1950 sales volume as the base.

"Subscriptions received to date are from bakers large and small," Mr. Baur said. "The sums which make up the more than million dollar total range from \$40 on up—sound testimony, to my mind, that bakers everywhere in every bracket of sales volume recognize the great good which is being accomplished by their national campaign."

"A most gratifying angle to the subscriptions is the exceedingly prompt action being taken. One letter went out to subscribers, announcing that the fund raising program for the next two years was under way. By return mail, the subscriptions started coming in."

Citing the response from subscribers as proof of the awareness of the baking industry toward the progress of the bakers' promotion, John T. McCarthy, Jersey Bread Co., Toledo, chairman of the American Bakers Assn., pointed out the need for continued aggressive campaigning to build the industry to still higher levels.

"The enthusiastic reception that the Bakers of America Program has received in the industry emphasizes the strong need for pushing ahead still harder in the years to come," he said. "Bakers know that we must not let down in any degree on any of the four fronts of the campaign—advertising, consumer education, merchandising and public relations."

"We must solidify our positions and continue to drive forward. This we can do, with the assurance of the hearty support of industry members, large or small."

"Through the white bread enrichment anniversary which featured our 1951 campaign we made several strides forward in building consumer knowledge of the true worth and nutritive values of bakery foods. We must continue to hammer this message home in every way."

"In the Bakers of America Program, every baker regardless of position or products can contribute to his industry and to himself. I hope no member of the industry will de-

lay in sending in his subscription so that he can have the satisfaction of knowing he is working with other bakers in building the industry to the position it merits."

The million dollars pledged for the two year period at the start of the fund raising is about half of the total of \$1,200,000 per year which the program expects to have available, Walter H. Hopkins, program director, said.

Plans for 1952 and 1953 contemplate a sharply expanded public relations operation and broadening of the other phases of the program as well, he said.

"To reach half our goal on one letter of notification that pledges

were being accepted is naturally most gratifying to those of us working on the program," he stated. "With assurance of the confidence of industry in what we are doing and knowledge that the industry is solidly behind us, we can now shape plans for 1952 and begin the preliminary broad planning for more distant years."

—BREAD IS THE STAFF OF LIFE—

SALES, EARNINGS OF EKCO PRODUCTS CO. SHOW GAIN

CHICAGO—The Ekco Products Co. has reported sales of \$18,927,450 for the first half of 1951, compared with sales of \$12,840,850 for the same period of 1950.

Net earnings for the first six months of 1951 were \$1,654,660, or \$1.91 per common share, compared with net earnings of \$938,471, or \$1.01 per share, for the like period in 1950.

Sales in the second quarter were \$8,434,681, compared with \$6,018,786 in the comparable quarter last year. Earnings for the second quarter of this year were \$712,945, or 81¢ per common share.

Success of Plan Assured

Use of Weight Reduction Pamphlet Grows; Individual Promotions Planned

More than a million "Common Sense Weight Reduction" pamphlets have been ordered since the beginning of the promotion less than two months ago, as reports to the Millers National Federation and the Bakers of America Program put the stamp of success on the endeavor to show the consumer that bread is not fattening.

The two promotion agencies, co-operating in the campaign, point out that quantities up to 250,000 have been ordered by one firm, with millers as well as all types of bakers showing growing interest in the program.

According to a recent report in the Millers National Federation publication, the "Hook-Up," one larger eastern baker ran just one advertisement

featuring the leaflet. He was forced to place a rush order for 25,000 copies to fill the demand.

"We woefully underestimated our need," he reported. "Our salesmen had requests for additional leaflets within a day or so, and before we were able to replenish the supply we were receiving phone calls from individual consumers for additional copies."

The baker ran his own advertisement offering the free reducing diet leaflet. The ad showed only the cover of the leaflet with a short message.

"At your grocer . . . Contains factual information regarding an economical, low-calorie diet of everyday foods. Subjects include: The Fat Person's Problem; how to lose weight

safely . . ." and reproduced the paragraph headings from the leaflet itself. Photostat copies of the advertisement, which was also distributed to grocers as a counter card, will be supplied by the Wheat Flour Institute, 309 W. Jackson Blvd., Chicago.

Millers have taken hold of the promotion in their advertising and trade relations programs. Dr. Ruth Leverton, who made the original diet study, made a nation-wide broadcast on "Common Sense Weight Reduction" Aug. 3. Another miller has offered the leaflet in a network program.

One milling company has used the materials in the promotion kit as the foundation for a new baker's package which includes window streamers, an imprinting service for bakers and other additions. The special kit will be supported by trade advertising.

Leaflets now carry the Seal of Acceptance of the American Medical Assn. Council on Foods and Nutrition. An advertisement for the leaflet appears in the current issue of the A.M.A. Journal. Although the magazine has been in circulation only a short time, requests for sample copies of the leaflet have been received in large numbers, the institute says. The advertisement offers doctors copies for distribution to their patients.

A mailing has also been made to retail newspaper advertising managers, giving them the suggested newspaper ads for calls upon local bakers. A similar mailing will be made to radio-TV stations, providing radio time salesmen with the suggested spot announcements and program ideas. These mailings will add hundreds of new salesmen to the force behind the "Common Sense Weight Reduction" promotion, it is felt.

Millers, Bakers Cooperate

Many bakery flour salesmen are working closely with their customers in the campaign to end the "fattening phobia." The Millers National Federation has undertaken to supply millers with the names of those bakers who have already ordered leaflets. This will enable the flour salesmen to follow up on the promotion in their calls, the institute points out. The list is being kept up-to-date, it is claimed, with additional names added as orders are received.

Baking Quality of Southwestern Wheats Unaffected by Weathering

KANSAS CITY — Excess rainfall during the harvest season in the Southwest had its effect upon the physical characteristics of the 1951 wheat crop but has not adversely affected the baking quality of the crop, according to reports of independent laboratories and the Southwest Cereal Chemists Crop Reporting Committee.

Severe weathering of the wheat has caused bleaching of the kernels, a lowered test weight and somewhat lower protein content.

The Chemists Crop Reporting Committee, in its report of July 25, had this to say in part regarding the baking quality of the crop:

"The transition to grinding new wheat on the mills is expected to be rather slow. A few mills have ground 100% new wheat—some of these millings were trial runs, and none represented any wide blends of the new crop but rather wheat from local territories only."

"Information available upon wheat of Central Kansas up to the Nebraska border and extending into western Kansas, is that previous indications of lowered test weight and severe weathering are intensified. Wheats arriving now are usually bleached and average about 58 lb., though many are found to be as low as 54 lb."

"The mellow varieties, Pawnee, Triumph and Wichita, in that order, are the most predominant in the Kansas harvest as seen to date. The varieties with long mixing times are grown in areas which are harvested later and have not yet been examined."

"Protein of the Kansas crop thus far is definitely lower than last year and has dropped considerably as the harvest progressed northward. An estimate of average protein on 5,000 cars arriving in Wichita is 12.25%; members of the committee report an average of 11.80% in the central part of the state while a few wheats from western Kansas with 12.50 to

13.50% protein are reported. Inspection departments in Kansas City reported an average of 11.80% on only 3,900 new crop car arrivals to date.

Ash About the Same

"Ash is generally about the same as last year to slightly lower as the harvest moves north in this area. Western Kansas has furnished some high ash results. The slightly bleached wheats are rather mellow and mill well, though flour recoveries tend to be lower.

"The crop continues to give good baking results. Absorption is lower than last year in the areas under consideration, although the crop in areas previously reported at beginning of the southwest harvest had increased absorption over last year. Mixing time is about the same as last year in the areas now being covered—a trend however toward more tolerance to over mixing is seen. Dough mixing curves also continue to show a flatter curve with a slower declination from the mixing peak compared to last year.

"Oxidation requirements are about the same as last year. The experimentally-milled flours continue to be sensitive toward bromate. Malt supplements are required to about the same extent as last year for the Kansas crop thus far.

"There should be no difficulty in securing adequate or ample loaf volume this year, and in general the bread shows a better crust character than last year. Crumb color has been bright; crumb texture is rather soft and similar to last year."

—BREAD IS THE STAFF OF LIFE—

ARBA BULLETIN DISCUSSES FROZEN BAKED PRODUCTS

CHICAGO—Frozen baked products are treated in the August issue of ARBA's publication "Fresh Baked." Included is a complete transcript of the remarks made on this subject by Charles Oswald, Oswald's Bakery, Chicago ARBA director as well as a great number of the questions he was asked together with his answers.

"Based on the number of questions he received it was evident that intense interest prevails in this subject of freezing baked products at low temperatures, and the inclusion of it in this month's bulletin serves to comply with the many requests for the material," ARBA headquarters pointed out.

Featured with equal treatment is the announcement of ARBA's 1952 convention, March 16-18 at the Shoreham Hotel, Washington, D. C. for which plans have already been made.

The merchandising helps furnished for this month included the National Cherry Institute's point-of-sale material featuring "Cherry Pie Time" so that ARBA members are all prepared to cash in on the national advertising this organization is sponsoring.

Non-members of ARBA may secure complete information regarding "Fresh Baked" and why "ARBA Membership Pays . . . It Doesn't Cost" by addressing headquarters, 735 W. Sheridan Road, Chicago 13, Ill.

—BREAD IS THE STAFF OF LIFE—

CALIFORNIA INSTITUTE

SAN FRANCISCO—The Bakers Institute of Northern California, an educational program with a baked goods exhibit, will be held at Sir Francis Drake Hotel here Oct. 1-2. It is being sponsored by the Allied Trades of the Baking Industry of Northern California.



A Portion of the 2-Page Color Photograph Illustrating the Collier's Article

~~~~~ Thanks Instead of Spanks ~~~~~ Bread Wins Praise in Collier's Story

THE baking and milling industries are finding welcome relief from magazine articles using bread as a whipping boy in an article in the Aug. 11 issue of Collier's magazine.

"The 10th anniversary of enriched flour (and bread) finds us eating 40 million loaves a day—full of vitamins and iron and easy on the taste buds." This headline, coupled with the phrase, ". . . Our Daily Bread," leads the reader into one of the most favorable reports on the staff of life ever to appear in a national magazine.

"So many sloppy, inaccurate, untruthful articles on bread have been published in newspapers and magazines in the past few years that it is a genuine pleasure to find one like the Collier's article," the Millers National Federation informed its members.

The Bakers of America Program points out that more than 10 million readers will be "given a factual presentation of the baking industry which can do much to build prestige for the baker."

Industry Cooperates

Robert Froman, Collier's staff member and author of the article, spent weeks in assembling the material and writing the story, with the MNE, the bakers' program and the American Institute of Baking assembling material, providing factual information, getting statements of scientists and arranging interviews with key people in the baking and milling industries. The article covers four pages of the magazine, spotlighted by a full color six-column photograph of many of the good things America likes to eat, showing the vital place of bread and baked products in any meal.

The article leads the reader from development of leavened bread in Egypt to modern-day commercial baking, showing how the U.S., in the last 100 years, has made "some wonderful changes."

The author then outlined in layman's language the commercial baking process.

"Surrounding the oven, so strong and rich that it seems almost a palpable mist, the aroma of hot bread is one of the most appetizing known to the human nose."

Enrichment Program Emphasized

A large part of the article is devoted to tracing the development of the enrichment program to its climax this year. The cooperation of the milling and baking industries in adding vitamins to the consumer's diet through the one almost universal food—bread—is given full credit.

"On the 10th anniversary of enriched bread, many medical experts say that that accomplishment is one of the greatest nutritional advances in history. It has, they say, enriched the life of the whole nation by improving our resistance to disease and giving us greater zest for living," it is emphasized.

The author also turns his attention to the statement made by Dr. Elmer L. Henderson, former president of the American Medical Assn., which appeared this year in national advertising by the Bakers of America Program, in which he states, "a very important part of the more buoyant health and increased mental and physical vigor the American people enjoy today can be directly credited to the enrichment of bread."

Mr. Froman takes a healthy swing at those devotees who glamorize "Grandma's bread."

"Self-appointed gourmets are among the loudest critics. Lately, it has become the fashion among them to call for a return to home baking and to wax dithyrambic about the bread grandma used to bake. This is a neat example of what psychologists call the old-oaken-bucket delusion, meaning suppression of unpleasant memories in favor of a rosy view of the past. For unless grandma was extremely lucky and extremely expert,

she had plenty of bread failures resulting in sodden, indigestible messes—bread baking being the tricky undertaking it is.

"In spite of the endless variety of the bread the bakers offer us, they have not been able to make everyone happy.

"I don't know why it is," the head of one big bakery chain told me, "but our business takes more abuse from more cranks than any dozen others. It seems like all a soapbox orator has to do to establish himself is to denounce the bakers."

In conclusion, Mr. Froman points out that "the bakers are not resting on their laurels, they stand ready to add to their bread anything and everything from soup to nuts, if it is nutritious and if enough customers want it. That's the way it always has been in their business."

All milling and baking organizations are telling their members about the Collier's article.

Promotional Material Issued

As a follow-up on the article, "Our Daily Bread," the publishing firm has issued supporting promotional material for bread consumption. The material is in the form of a display streamer approximately 21 by 14 in., carrying a reproduction of the two-page color spread used in connection with the article. Under the beautiful colored photo of a variety of breads and sweet goods was the caption "Cool Summer Meals Start with Bread."

The streamers are part of a package of promotional material issued monthly by Collier's in connection with its series entitled "Plan a Meal with Man Appeal." The packet contains display material, mats for newspaper and house organ use, shelf price tags and other materials. All of the material is currently distributed as "Collier's Cool Meal for Hot Profits" promotion. To date approximately 3,000 of the streamers promoting bread have been distributed among super market operators as a Collier's service to the industry.

(For editorial comment on the Collier's article, see page 9 of this issue).

Wheat, Flour Prices Basically Firm

PEAK OF MOVEMENT IN S.W. CUTS VALUES ONLY SLIGHTLY

Loan Participation Prevents Bigger Drop in Market;
Spring Wheat Harvest Is Next Test of
Stability; Millfeed Dips

By GEORGE L. GATES

Market Editor of The American Baker

Wheat and flour prices appeared to be on firmer footing in early August as the peak of harvesting and marketing of the new winter wheat crop passed without making a serious dent in the price line. The chief obstacle to a market season price decline has been the government's price support program, set this year at a record high level which undoubtedly has encouraged wide participation in the loan by producers. The effectiveness of this program has been ably demonstrated in the past and undoubtedly will be a major factor in price firmness again this year. Also serving to give markets support this summer was the delay in marketing the southwestern crop. First, rains kept combines out of the fields well past normal harvesting dates. Then the disastrous floods seriously disrupted transportation, with the result that marketing was spread out more evenly, giving offsetting factors a chance to meet the usual impact of new crop sales. Chief among these opposing factors has been the stepped up pace of wheat exports.

The next test of market firmness will come with marketing of the spring wheat crop in the Northwest this month. Heavy loan participation similar to that in the Southwest is anticipated, but subject to availability of sufficient boxcars, marketing probably will be more concentrated. If this proves to be the case, prices could be pushed down temporarily. Most observers believe, however, that the long term trend will be upward once the spring wheat marketing impact is absorbed. The outcome of peace negotiations in Korea was still in doubt in early August, with possible conclusion of fighting regarded as at least a minor bearish market factor.

Wheat futures prices in early August were within 2¢ of the early July levels. Cash markets also were relatively steady, except for higher quality hard winters, which gained 8¢ bu. Flour prices showed gains of 10¢@20¢ sack in the same comparison, with \$4.50@8.50 ton declines in millfeed values contributing to the higher prices asked for flour. The following is a summary of some of the factors currently bearing on market developments:

WHEAT CROP LARGE DESPITE LOSSES

The size of this year's wheat crop appears to have been reduced con-

siderably from earlier estimates, but the total production still will be large and probably more than a billion bushels. Most recent private forecasts indicate winter wheat output at about 664 million bushels, compared with the government's July estimate of 707 million bushels. Losses caused by heavy rains and floods were estimated as high as 35 million bushels in Kansas alone. The spring wheat crop outlook remains bright, meanwhile, despite some deterioration caused by excessive heat and drought in northern North Dakota. Private forecasts indicate a harvest of 352 million bushels, 11 million less than the official July forecast but still one of the largest spring wheat crops in history.

LOAN PARTICIPATION BELIEVED GREAT

No official figures have been released by the government on the amount of wheat placed under loan by producers in the Southwest, but trade observers agree quite generally that large amounts are being held off the market by this means. The loan rate of \$2.45 bu., Kansas City, is a big lure to farmers when the cash market is some 15¢ below that figure, as it was during late July and early August. Although the government this year is not paying storage charges on loan wheat—which amounts to a deduction of 10¢@11½¢ bu. from the loan level—participation in the program still offered an advantage over marketing new wheat. Guaranteed at least the loan price under this arrangement, the producer can hope for a stronger price later, when he would be able to redeem the grain collateral and get a larger net return. In every year the price support program has

been operative wheat prices have moved up to the loan level at some time during the crop year.

USUAL FLOUR BUYING PATTERN ALTERED

The absence of a clearly defined market low point this summer has altered the normal flour buying pattern. Bakers in general held off for the season's best price basis for several weeks, and although in late July some concerns bought up to 120-day requirements, the great majority of buyers still had not committed themselves for forward needs. This holding off of forward purchases was encouraged by a discount for quick shipment prevailing for much of this period which was made possible by relatively strong spot millfeed markets. These discounts were wiped out in early August, however, as the nearby and future millfeed values moved closer together. Whether bakers will accumulate forward contracts on the scale they did in past years remains to be seen; meanwhile, this buying potential is a latent bullish wheat market factor.

EXPORTS LARGER THAN LAST YEAR

Meanwhile, foreign demand for U.S. wheat has been relatively greater this season than last year, and these sales have helped to offset the influence of new crop marketing in the future pits. Heavy shipments have been going to India, Japan and Germany, although some of the supplies have come out of Commodity Credit Corp. stocks and thus the transactions did not directly affect the market. Sales under the International Wheat Agreement through July this year at 31 million bushels were about three times the amount sold last year at this time.

USDA SAYS SUPPLIES ARE ADEQUATE

A preliminary look at demand and supply prospects prepared by the U.S. Department of Agriculture states that estimated supplies for 1951-52 are sufficient to meet anticipated domestic and export requirements without significantly reducing the size of the carryover. The supply, based on July 1 crop estimate at 1,070 million bushels, a carryover of 395 million bushels and imports of about

40 million bushels of feeding grade wheat from Canada, would total 1,505 million bushels. Domestic disappearance may reach 755 million bushels, and if exports total about the same as the 364 million estimated for 1950-51, about 385 million would remain for carryover July 1, 1952, just slightly under the carryover this year but above average, USDA says. Many things could happen to change this outlook, but the forecast at least indicates no drastic change in the wheat picture is foreseen now by USDA officials.

Bureau of Census Reports Flour Output Up in May

WASHINGTON — The Bureau of the Census, Department of Commerce has estimated U.S. wheat flour production during May, 1951, at 18,556,000 sacks, an increase of 1,298,000 sacks over the April total of 17,258,000 sacks and only slightly higher than the total for May of 1950.

Flour production during May averaged 843,000 sacks per working day as compared with 822,000 sacks in April and 835,000 sacks during May of 1950.

May wheat grindings amounted to 43,007,000 bu., compared with 39,919,000 in April. Wheat offal output was 367,000 tons, compared with 338,000 tons the previous month.

Rye Flour Output Gains 28%

WASHINGTON—Rye flour production during May, 1951, is estimated at 209,000 sacks by the Bureau of the Census. This is an increase of 28% over the April output of 163,000 sacks.

Rye ground amounted to 465,000 bu., compared with 377,000 bu. for the previous month.

CONTINENTAL BAKING CO. SALES VOLUME INCREASES

NEW YORK—Net sales of the Continental Baking Co. and subsidiaries for the first half of 1951 totaled \$83,407,216, compared with \$72,322,877 for the corresponding period in 1950, according to a report from the firm. Net income for the period was \$2,794,621, an increase from \$1,982,712 for the first half of 1950. The net income per share of common stock was \$1.95 for the 1951 period and \$1.19 in the 1950 period.

For the quarter ended June 30, 1951, gross sales were \$43,360,257.98, compared with \$37,260,226.37 for the corresponding period a year earlier. Net income for the second quarter of 1951 was \$1,407,700.38, compared with \$1,198,001.81 for the same quarter in 1950.

KROGER SALES INCREASE

CINCINNATI—Sales of the Kroger Co. for the seventh four-week period ended July 14, 1951, totaled \$73,387,567, a 12% increase over sales of \$65,489,177 for the four-week period a year ago. Cumulative sales for the seven periods of 1951 totaled \$535,-

Summary of Flour Quotations

August 4 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	6.08@6.14	6.55@6.70	6.00@6.15	6.50@6.65	7.00@7.05
Spring high gluten	6.00@6.15	6.50@6.65	6.00@6.15	6.50@6.65	7.00@7.05
Spring short	5.98@6.05	6.48@6.63	5.98@6.13	6.48@6.63	6.98@7.03
Spring standard	5.98@6.05	6.48@6.63	5.98@6.13	6.48@6.63	6.98@7.03
Spring first clear	5.70@5.89	6.20@6.35	5.70@5.85	6.20@6.35	6.70@6.85
Hard winter short	5.85@6.15	6.35@6.50	5.85@6.15	6.35@6.50	6.85@7.15
Hard winter standard	5.80@6.05	6.30@6.55	5.80@6.10	6.30@6.55	6.80@7.05
Hard winter first clear	5.50@5.75	6.00@6.25	5.50@5.75	6.00@6.25	6.50@6.75
Soft winter short patent	6.74@7.02	7.24@7.52	6.74@7.02	7.24@7.52	7.74@8.02
Soft winter standard	6.04@6.77	6.54@7.27	6.04@6.77	6.54@7.27	7.04@7.77
Soft winter straight	5.58@5.90	6.08@6.40	5.58@5.90	6.08@6.40	6.58@6.90
Rye flour, white	4.95@4.99	4.80@5.10	4.95@4.99	4.80@5.10	4.95@4.99
Rye flour, dark	3.95@4.55	3.80@4.40	3.95@4.55	3.80@4.40	3.95@4.55
	New York	Phila.	Boston	Pittsburgh	Atlanta
Spring high gluten	7.00@7.09	6.95@7.05	7.02@7.15	7.04@7.19	7.00@7.09
Spring short	6.50@6.60	6.47@6.60	6.47@6.60	6.49@6.66	6.50@6.60
Spring standard	6.35@6.44	6.30@6.50	6.37@6.50	6.39@6.56	6.35@6.44
Spring first clear	6.30@6.45	6.25@6.40	6.32@6.52	6.15@6.25	6.30@6.45
Hard winter short	6.30@6.40	6.15@6.25	6.34@6.46	6.15@6.25	6.30@6.40
Hard winter standard	6.10@6.20	6.05@6.15	6.14@6.26	6.00@6.35	6.10@6.20
Soft winter straight	5.40@6.00	5.30@5.50	5.77@6.02	5.40@5.50	5.40@6.00
Soft winter standard	5.30@5.50	5.20@5.40	5.67@5.92	5.30@5.50	5.30@5.50
Rye flour, white	5.34@5.39	5.45@5.75	5.45@5.75	5.44@5.60	5.34@5.39
Rye flour, dark	4.40@4.55	4.30@4.45	4.40@4.55	4.39@4.55	4.40@4.55

082,466, a 20% increase over sales of \$446,818,106 for the same seven periods last year. Average number of Kroger stores in operation during the period was 2,022, compared with 2,128 stores during the 1950 period, a decrease of 5%.

NATIONAL BISCUIT SALES INCREASE, PROFIT DOWN

NEW YORK—An increase in sales and a decline in net profit have been reported for the first half of 1951 by the National Biscuit Co. Sales for the six months ended June 30 totaled \$162,984,094, compared with \$144,511,711 for the corresponding period in 1950 and \$150,463,647 in 1949.

The firm's net profit for the first six months of the year was \$7,785,512 in 1951, \$10,256,501 in 1950 and \$11,085,475 in 1949. Earned per common share, after preferred dividend requirements, during the six months periods were \$1.10 in 1951, \$1.49 in 1950 and \$1.62 in 1949.

Second quarter sales were \$81,787,616 in 1951 and \$71,838,571 in 1950. The net profit for the quarter declined from \$5,279,980, equal to 77¢ a common share, in 1950 to \$3,779,979, equal to 53¢, this year.

NET INCOME OF WARD BAKING DIPS SLIGHTLY

NEW YORK—The Ward Baking Co. has reported a net profit for the first 27 weeks of this year of \$1,033,243 after provision for federal taxes, compared with \$1,057,681 for the comparable period last year.

Sales increased \$5,285,616 over those for the similar period last year. Earnings were \$1.11, compared with \$1.19 in the first half of 1950.

For the 12 weeks ended March 24, 1951, Ward Baking reported net profit of \$396,828, equal to 42¢ a common share, compared with net profit of \$362,942, or 38¢ a common share, in the like 1950 period.

SUNSHINE BISCUITS NET PROFIT DIPS IN 1951

NEW YORK—A net profit after taxes of \$3,127,935 has been reported for the first six months of 1951 by Sunshine Biscuits, Inc., and subsidiaries. This compares with \$3,425,104 for the corresponding period of 1950 and \$3,660,389 in 1949.

Earnings were \$3.06 a share for the 1951 period, \$3.35 for the first half of 1950 and \$3.58 for the first six months of 1949. Net profit for the March quarter of this year was \$1,610,024 or \$1.58 a share, compared with \$1,646,174 or \$1.61 a share in the corresponding 1950 quarter. The half year profit before federal taxes was \$6,255,871 in 1951 and \$5,905,353 in 1950.

INTERSTATE BAKERIES REPORTS 28-WEEK NET

KANSAS CITY—Net income of \$1,153,183 is reported by the Interstate Bakeries Corp., Kansas City, for the 28 weeks ended July 14, 1951, after depreciation and interest and after provision of \$1,409,446 for federal income and excess profits taxes. This is equal, after preferred dividends, to \$1.57 a share of common stock. This compares with net income of \$1,175,743 in the corresponding period of 1950, equal, after preferred dividends, to \$1.60 per common share. Earnings per share common for

both 1951 and 1950 are based on 610,884 shares which include the 2 for 1 split (in April, 1951) and are computed after allowance for accrued dividends on the \$4.80 dividend preferred stock.

Net sales for the first 28 weeks of 1951, including the Buffalo, N.Y., plant acquired in December, 1950, totaled \$36,398,522, against \$29,459,873 in the same period of 1950.

WAGNER BAKING NET

NEW YORK—Net profit of the Wagner Baking Corp. for the 24 weeks to June 16 was \$140,888, equal to 52¢ a common share on sales of \$5,811,893. This compares with net profit of \$141,737 or 53¢ a share on sales of \$4,944,020 for the six months ended June 17, 1950.

GENERAL BAKING'S NET SHOWS MID-YEAR RISE

NEW YORK—George L. Morrison, president of the General Baking Co., has announced that the estimated net profit of the company for the 26-week period ended June 30, 1951, after estimated federal income taxes of \$1,310,833, amounted to \$1,098,336, equal to 48.28¢ a common share after meeting preferred dividend requirements.

This compares with an estimated net profit for the corresponding period in 1950, after estimated federal income taxes of \$378,303, of \$624,940, or 18.13¢ a common share.

For the quarter ended March 31, this year, the company reported net profit of \$617,863, equal to 28¢ a common share.

STANDARD BRANDS' SALES UP 30%; NET PROFIT DIPS

NEW YORK—Consolidated net income of Standard Brands, Inc., and subsidiaries operating in the U.S. for the first six months of 1951 amounted to \$4,225,184, equivalent, after preferred dividend requirements, to \$1.21 per share, Joel S. Mitchell, president, has announced. Net income for the same six months of 1950 was \$4,798,908, or \$1.39 per share. In both periods, 3,174,527 shares of common stock were outstanding.

Net sales of the company and domestic subsidiaries totaled \$172,560,440 for the six months ended June 30, 1951, against \$132,831,545 in the like 1950 period, an increase of 30%. Income before provision for federal

The Stock Market Picture

Quotations on baking company stocks listed on the New York Stock Exchange and the New York Curb Market:

	1950-51	June 29, 1951	Aug 3, 1951
	High	Low	Close
Barry Biscuit Corp.	5 1/4	3	3
Continental Baking Co.	19 1/4	17	17 1/2
Continental Baking Co., \$5.50 Pfd.	100	93 1/2	96 1/4
General Baking Co.	12	10 1/4	11
General Baking Co., \$8 Pfd.	166	149	155 1/2
Great A. & P. Tea Co.	146 3/4	116 1/2	116 1/2
Great A. & P. Tea Co., \$5 Pfd.	137	129	136 3/4
Horn & Hardart Corp. of New York	34	25 3/4	25 3/4
National Biscuit Co.	39 1/4	31 1/2	31 1/2
National Biscuit Co., \$7 Pfd.	186	161	163 1/2
Purity Bakeries Corp.	34 1/4	27 1/2	29
Sunshine Biscuits, Inc.	63 1/4	56	63 1/4
United Biscuit of America	33	29 1/2	30 1/2
United Biscuit of America, \$4.50 Pfd.	111 1/2	107	107
Ward Baking Co.	19 1/4	17 1/2	18 1/4
Ward Baking Co., \$5.50 Pfd.	165 1/2	99	100 1/4
Closing bid and asked prices on stocks not traded Aug. 3:			
	Bid	Asked	
Hathaway Bakeries, Inc.	10 1/4	11 1/4	
Horn & Hardart Corp. of N. Y., \$5 Pfd.	107	107 1/2	
Horn & Hardart Corp. of N. Y., \$8 Pfd.	135	140	
Omar, Inc.	19 1/4	19 1/2	
Wagner Baking Co.	6 1/4	7	
Wagner Baking Co., Pfd.	105	110	
Ward Baking Co., Warrants	5 1/2	6	

*Previous close.

income taxes also increased and totaled \$9,232,184 for the first six months of the year as against \$7,876,908 in 1950.

A quarterly dividend of \$0.30 per share was declared on the common stock payable Sept. 15, 1951, to stockholders of record Aug. 15, 1951. A quarterly dividend of \$0.875 per share on the preferred stock was also declared payable Sept. 15, 1951, to stockholders of record Aug. 31, 1951.

GMI BOARD DECLARES QUARTERLY DIVIDEND

MINNEAPOLIS—Directors of General Mills, Inc., have declared a quarterly dividend of 85¢ a share on the 3% cumulative convertible preferred stock.

The dividend is payable Sept. 1 to stockholders of record Aug. 10. This is the 24th consecutive quarterly dividend on this stock.

SHELLMAR 6-MONTH NET EARNINGS AT NEW HIGH

MOUNT VERNON, OHIO—Net sales and net earnings of Shellmar Products Corp. for the first six months of 1951 set new records, according to Bert W. Martin, president. Sales for the period totaled \$23,522,255, an increase of 60% over the sales for the first half of 1950, which were \$14,681,555.

Net earnings for 1951 to date, be-

fore provision for federal income tax, were \$3,924,079, compared to net earnings before tax provision of \$1,603,786 for the same period of 1950.

After tax provisions, net earnings stood at \$1,491,079 for 1951, representing an increase of 50% over earnings of \$994,286 after tax provision in 1950. Earnings in the first half of 1951, after taxes, were equivalent to \$3.26 per share on the 445,000 shares of outstanding common stock. This compares with \$2.32 per share earned on the 410,000 common shares outstanding during the first half of 1950.

DIVIDEND DECLARED

NEW YORK—Robert Gair Co., Inc., has declared a quarterly dividend of 25¢ a share payable Sept. 10, 1951, to stockholders of record at the close of business Aug. 20, 1951.

TENNANT & HOYT NOTES FIFTIETH ANNIVERSARY

LAKE CITY, MINN.—The Tennant & Hoyt Co., which developed into one of the most flourishing interior flour mills in the Northwest soon after its establishment here near the turn of the century, is observing its golden anniversary. The firm was founded in 1900 by Robert C. Tennant and Charles G. Hoyt, and in June, 1901, the original mill went into operation.

The present daily capacity of the mill is 4,000 sacks of white flour and 450 sacks of whole wheat flour, and wheat storage totals 400,000 bu. Officers of the firm include Mr. Hoyt, president; Elmer O. Peterson, vice president and sales manager; C. H. Crawford, secretary, and J. J. O'Dell, treasurer.

CHARLES DENNERY FIRM BUILDS NEW WAREHOUSE

NEW ORLEANS—Charles Dennery, Inc. of New Orleans, Dallas and Houston, recently announced the beginning of work on a building in New Orleans which will be used for additional warehouse space.

Ira Stone, Miami, now is representing Charles Dennery, Inc. in Florida, the firm also announced.

GENERAL BAKERIES REPORTS

TORONTO—General Bakeries, Ltd., has reported a net profit for the year ending April 4 of \$130,678, equal to 52¢ a common share, compared with \$88,229 or 33¢ a share in the previous fiscal year.

July Flour Production Shows Increase Over June

Flour mills reporting their production to The Northwestern Miller manufactured 13,082,494 sacks of flour during July. This was an increase of 480,808 sacks over the June output. The same mills reported production of 13,821,934 sacks during July, 1950, or 739,440 more than for the past month. Two years ago the production for July was 14,076,471 sacks and three years ago, 16,505,148. Based on the Bureau of the Census production for May, the latest available, mills reporting to The Northwestern Miller in that month made 75% of the total flour production in the U.S. Assuming these mills accounted for the same proportion of the total U.S. production in July, the figures reported to The Northwestern Miller for that month indicated that total production for the U.S. was 17,443,000 sacks.

Monthly flour output, in 100-lb. sacks, with comparisons, as reported to The Northwestern Miller by mills in principal producing areas:

	July, 1951	*Previous month	1950	1949	1948
Northwest	2,970,124	2,757,654	2,873,462	2,863,433	3,198,932
Southwest	5,023,410	4,973,827	5,196,314	5,737,757	6,814,742
Buffalo	2,016,331	1,820,820	2,161,623	2,130,493	2,395,131
Central and Southeast	2,065,629	1,952,489	2,236,847	2,089,055	2,457,752
North Pacific Coast	1,007,000	1,096,896	1,353,688	1,255,733	1,638,591
Totals	13,082,494	12,601,686	13,821,934	14,076,471	16,505,148
Percentage of total U.S. output	75	75	75	72	70

Bread Again Under Attack

Magazine Article Condemning Bread Brings ABA Rebuttal

CHICAGO—The American Bakers Assn., through its chairman, John T. McCarthy, Jersey Bread Co., Toledo, has taken issue with Rep. James J. Delaney (D., N.Y.) over the latter's feature article in the July issue of the American Magazine.

The article, titled "Peril on Your Food Shelf," charged that the nation's foods are being "doctored by hundreds of new chemicals, whose safety has not yet been established." The author, chairman of the House select committee investigating the use of chemicals in food and agricultural products, revived several statements that were definitely refuted by baking industry representatives at the time they were first made—during the committee's investigation of the use of emulsifiers in bread products.

Following is the text of Mr. McCarthy's letter, with a paragraph-by-paragraph rebuttal to Rep. Delaney's charges:

Hon. James J. Delaney
House of Representatives
Washington 25, D.C.

Dear Congressman Delaney:

Reference is made to your article entitled "Peril on Your Food Shelf" in the July issue of the American Magazine, in which there is a section on bread on page 113.

We have been most favorably impressed with the operation of your special committee and its general fairness in the hearings which have been held. Consequently, we are very much surprised at the inaccurate statements made about bread in this article; particularly after our correspondence dealing with this subject matter following the issuance of the report of your subcommittee in January of this year. At that time you will recall I pointed out obvious misleading conclusions in your report. I had assumed from your answering letter in which you stated it was not the intention of the committee to cast any reflection whatsoever on the integrity of the baking industry that future reports would be strictly factual and devoid of misleading statements.

Errors of Omission Noted

Taking your section on bread paragraph by paragraph, the first comment you make is on nitrogen trichloride which you say was used for 25 years. You are correct in stating that both millers and bakers voluntarily agreed to abandon the use of nitrogen trichloride and urged that it be banned by the Food and Drug Administration. However, I think in fairness you should have stated in the article that at no time anywhere did bakers ever use nitrogen trichloride but did ask the Food and Drug Adminis-



John T. McCarthy

tration to amend the standards of identity for flour to assure the safety of their main ingredient.

Second, you state that bread softeners are now almost universally used. You follow this by stating that the polyoxyethylene - monostearate types of softeners were introduced to make bread soft. Therefore, it is assumed that you mean that these chemical softeners are "almost universally used by bakers." This is certainly not the case. There is no exact statistical information as to how many bakers do use these softeners, but as an illustration we know that six of the largest bakers conducting a widespread interstate trade do not use them at all. It is completely untrue that many bakers have reduced their shortening by 50% since they started to use these surface-action agents. We know of no baker who has decreased the use of shortening because of these chemicals. Bakers who do use these chemicals use them as additives rather than substitutes. There was a sharp reduction in the use of fats and oils by bakers during the war because they were not available and government controls limited their use in bread. You will recall a Department of Agriculture official, George L. Prichard, testified erroneously before your committee on this point and subsequently corrected his testimony after an objection by a witness for the American Bakers Assn.

Third, you state that in 1949 "two companies alone sold 30,000 bakers 10 million pounds of chemicals and that these chemicals are used as substitutes for fluid milk, butter, eggs, essential oils and organic materials." That statement is just not true and is in no way supported by the facts. Actually, there has been an increase in the use of nonfat dry milk solids by bakers and a continuing increase in the use of fats and oils. A survey by the American Institute of Baking, corroborated by the University of Wisconsin and corroborated by recent publications of the Department of Agriculture, shows that commercial white bread today averages a content of approximately 4% milk.

You then state—"Although again there is no conclusive evidence that these new chemicals are harmful,

there is plenty of evidence that they have reduced the nutritive content." There is simply no such evidence whatever. In fact, the nutritive content of commercial white bread today is the highest in its history. This is true in the essential items of protein, calcium, thiamine, riboflavin, niacin and iron. Evidence on this point is overwhelming. As one illustration we are enclosing statements which have been published in many magazines, not only from the American Medical Assn. but from the most eminent nutrition scientists in the country.

Industry Asks for Facts

Although as you say in your article there is no conclusive evidence that these chemical softeners are harmful; nevertheless, the American Bakers Assn. and the Associated Retail Bakers of America requested the Food and Drug Administration to eliminate these chemicals from the bread standards until such time as their safety was conclusively demonstrated. Until such safety is demonstrated we take no position one way or another but we would like to have the public know the facts rather than sensational statements which are not facts.

You next describe Dr. Carlson of the University of Chicago as an eminent physiologist and one of the world's greatest nutritionists testifying that the insistence on white bread is a "snob factor coming to us from the Roman Empire 2,000 years ago." We don't question Dr. Carlson either as a physiologist or a nutritionist but we do question his statement as having even the slightest scientific value. It is simply a rather dramatic opinion of one man which is not substantiated by any known evidence. If this were true, then the vast majority of the middle class and laboring class consumers in this country are snobs and we assume that the crackpots and so-called gourmets who want black bread are the slave class as described by Dr. Carlson.

Then you raise the point that there would be no surplus of milk or wheat if all bread products contained milk and flour in quantities recommended by nutritionists.

In the first place, we doubt that the Secretary of Agriculture would agree with you that there is any considerable surplus of either milk or wheat. In fact, he is somewhat concerned about keeping a small surplus of milk available. In the second place, we know of no quarrel by reputable nutritionists with the present content of milk and flour in commercial bread. It is true that bakers might be able to increase the percentage of milk in bread and the industry is aware of this fact and is increasing such use.

The only reason that bread today contains a lower percentage of flour than previously is because it contains more milk, shortening and other nutritious foods. Such testimony was presented before your committee.

We believe that this section of your article is not representative of the constructive manner in which you have conducted the hearings of the committee and we believe also that it will give dangerously false impressions to the consumers of the country. It is for these reasons and in the same constructive vein that impelled us to express our views to you upon the publication of your report in January, that we now address this letter to you. May we further request that this letter be included and made a part of the official records of your committee.

Respectfully yours,
John T. McCarthy
Chairman
American Bakers Assn.

VICTOR E. MARX ACCEPTS FULL-TIME ASBE POSITION

CHICAGO—Victor E. Marx, secretary-treasurer of the American Society of Bakery Engineers on a part-time basis since its formation 27 years ago, has been employed by the society on a full work-week basis, according to a recent announcement by Earl B. Cox, Helms Bakery, Inc., Los Angeles, president of the society.

The arrangement was worked out by a special ASBE committee following Mr. Marx' resignation from the American Dry Milk Institute, Inc., Chicago. He is permitted to take on other non-conflicting assignments, according to Don F. Copell, Wagner Baking Co., Newark, heading the special committee.

The added time which Mr. Marx will spend with the society is in keeping with the steady growth of membership of the society and its wider activities in the baking industry, the society says.

He will manage the headquarters office in Chicago as in the past, under the direction of the executive committee. The new assignment will permit closer cooperation with committee activities of the society and the opportunity to give more personal attention to service of the members. It is contemplated that wider contacts on behalf of the society will be made at bakery meetings and other bakery functions, and with other food groups and with the members, it is pointed out.

—BREAD IS THE STAFF OF LIFE—

FRANK R. PLUM PROMOTED IN AMF BAKERY POSITION

NEW YORK—Frank R. Plum has been named divisional vice president and general manager of the bakery division, American Machine & Foundry Co., according to an announcement just issued by Morehead Patterson, chairman of the board and president of the company.

Mr. Plum has been with AMF since 1929, and was formerly director of sales of the bakery division. He entered the bakery equipment field in 1923, after serving for many years as manager of wholesale and retail bakeries.

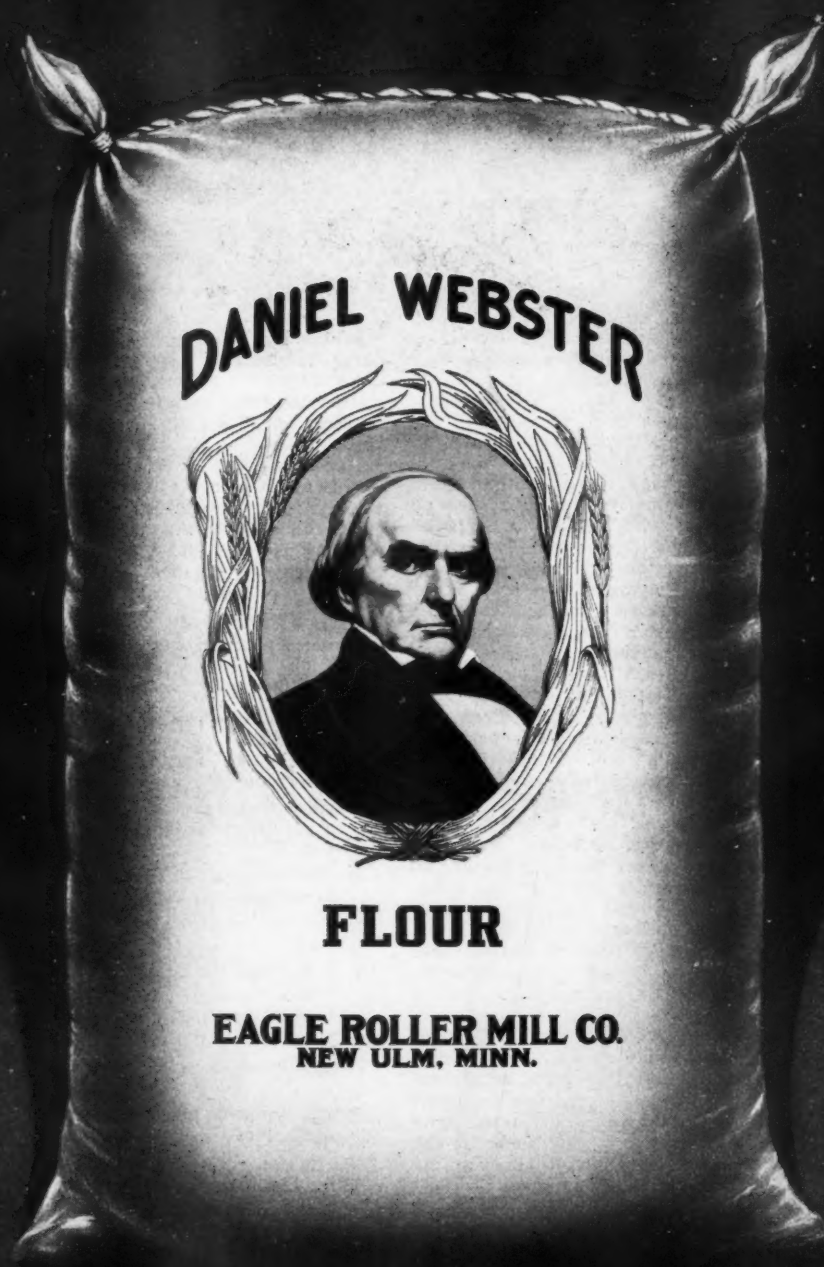
Products marketed by the division of the company of which Mr. Plum is in charge include bread wrappers, baking ovens, mixers and other equipment widely used in the baking industry.



Frank R. Plum

RETAIL BAKERY SALES HIGHER IN MAY

WASHINGTON—Sales made by retail bakeries during May were 5% higher than during the previous month, according to the monthly report of the U.S. Department of Commerce. May sales were 7% above those of the same month last year. For the first five months of this year, sales were 6% higher than for the same period in 1950.



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Building Proper Employer-Worker Relations

A STRIKING aspect of the last two decades has been the widening chasm between the employer and his workers. Distrust and conflict have often sealed off the two sides into separate unyielding stockades. Why? It is hard to believe that this could have happened if either faction had given much sober thought to human relations. Actually, it may be that the core of the conflict lies in the failure of each to understand the other.

In last month's issue we discussed the training of new employees from the approach of the foreman. We emphasized the growing importance of the supervisor, both as an element of front-line management and as a link of communication with the employee. This leads us then to the na-

Helping the Employee to Understand Management's Problems Will Benefit All, and Lead to Smoother Operation

By George J. Emrich
Emrich Baking Co., Minneapolis

the more jealous of his remaining rights as a person. Thus, each worker is a study in himself.

Surveys Chart Workers' Desires

What does the employee want? Recent surveys in some industries have revealed that lack of prestige was a familiar complaint of self-respecting employees who wanted to be proud of their jobs. They liked to be respected by superiors and they personally desired opportunities to brag about their connections without apology. Other reasons for dissatisfaction among employees were found to be insecurity, wasted talent, slow promotion, poor leadership, insufficient pay, unsatisfactory working conditions and unpleasant associates. A remarkable thing about many of these surveys has been that the matter of pay has been down at the bottom of the list of complaints. This is not to be interpreted, however, as an indication that the level of pay is not important to an applicant for work, or that a low level of pay will not induce him to leave the work once he has been hired.

It would be folly to suggest that the solution to our present complex problems of personnel could be solved only with a survey of grievances. Years of patient building and mending may be necessary to build the sunlit roomy house in which both management and labor can live amicably. The foundation of that house, however, will be only as strong as the line of communication between the employer and the employee.

A significant tool in such communication is now recognized in the personal interview. Adroitly handled by a supervisor, this man-to-man session enables the worker to "get it off his chest." More than that, it reveals his ambitions, his fears, his talents, his limitations, his attitude toward the company. The foreman, now alerted, can substitute facts for misconceptions. He can find a "handle" to the employee's personality. He can use the new insight in future guidance.

A recent study in a large industrial plant, not a bakery, found that an employee did not know the following:

- The year his company was founded.
- The number of plants in his company's operation.
- More than two out of the more than 200 of his company's products.
- The location of his company's headquarters.
- The source of a single raw material.
- Either the operation which preceded his, or the following one, except in a general way.
- What free enterprise is.

He did know, however, the following:

- The name of his union and the number of his local.
- The names of two columnists on his union paper.

- The names of three out of five of his union officers.
- Three direct benefits, which the union had secured for him. (Actually the union had secured only two—the third was a compromise.)
- His definition of collective bargaining was—"It is what the union uses to get things for the working man."

Why should a man turn his back on the company that has given him the very source of income on which he must depend for his very livelihood and the care of his family? By what default has industry lost the attention and loyalty of its manpower, the very raw material of its own success? The question leads inevitably to the nature of the daily contacts the company enjoys with its personnel.

In larger companies it is quite probable that the old close relationship between boss and worker will never be regained. One hears occasionally of extraordinarily personable executives who have the first names of all employees on the tip of the tongue and who can converse easily with them about their children and problems at home. Such feats are the exception, rather than the rule. It is more likely, in modern times, that the working foreman of the company becomes at once the confidant of the employee and the nearest extension of management. With this in mind, we suggested in our last month's article that the foreman must be chosen for tact, intelligence and experience.

The Employee's Background

The employee who has been scientifically selected by the company, and who may have qualified by taking physical and aptitude examinations, may still be a tangle of prejudices. If he comes from a working class family and suffered through some years of family misery during the recent depression, he may regard the company with considerable suspicion and even concealed antagonism. He may be frightened by the responsibility and the complexity of operating machinery in a large plant. He may disguise that uneasiness by assuming a truculent attitude. He may have long since abandoned any hope of achieving success in this world on his own craftsmanship, and therefore may embrace the seniority system as the only chance of getting into a higher pay bracket.

Without some knowledge of the background, without some respect for each man's pride, the training supervisor will find the path rocky indeed. Without the insight gained from the personal interview, he may turn the talented and untalented into rebels. Both man and nature have immense potential resources, but each must be channeled.

Examine the varied problems listed below.

1. Old Bill has more seniority than anybody else in the shop. He remembers the "good old days," and he snorts in disgust at the "kids" whose awkward fingers can't mold a uniform loaf of bread. He served an arduous apprenticeship, when the hours were longer, the standards stricter. In recent years, however, Bill is growing forgetful, and he sometimes leaves the salt out of a dough.

(Continued on page 64)

About This Series . . .

The accompanying article, the second in a series on the correct management of manpower and employer-employee relations for the benefit of the entire organization, cites specific methods by which the recalcitrant or distrustful worker may be made an asset to the company. It is accomplished by choosing employees carefully in the first instance, and handling them properly by enlightened supervisors in the second. George J. Emrich, contributing editor of *The American Baker* and author of the series, is manager of the Emrich Baking Co., Minneapolis. The first article on proper employee relations and a tested way of combatting manpower shortages and work stoppages appeared on page 17 of the July, 1951, issue.



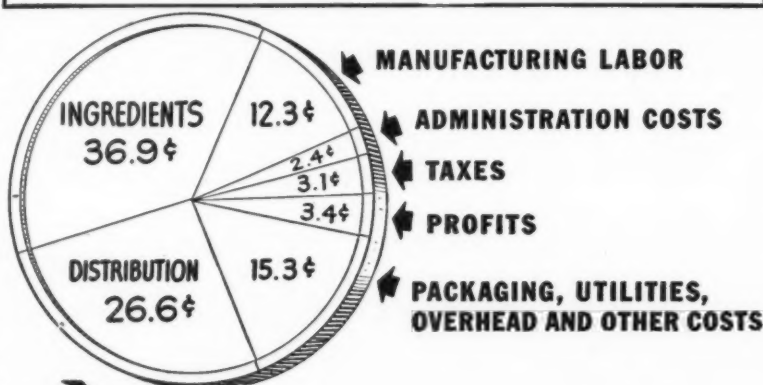
George J. Emrich

ture of the worker himself, since his attitudes, his knowledge and his urges have a direct effect on the employer's destiny. There are a multitude of books in print, purporting to analyze and clarify the psychology of the working man. Much of these are filled with lofty wisdom, general in nature, which might lead the unwary reader to suspect that all workers can be classified into one or two categories.

Labor relations are not so simple. In fact, one of the benefits of experience, and the consequent maturity of mind that it develops, is the realization that it is dynamite to think of your employees in the mass. American workers, in particular, are individualists. They deeply resent the anonymity of the crowd.

It is true, of course, that the same worker, in his depression-born urge for security, has sacrificed much of his individuality by support of union group action. The very knowledge, however, that he has forfeited the ability to go from job to job in quest of higher pay, that his progress depends to a large extent upon seniority rather than talent, has made him all

How Bakery Dollar is Divided



Includes salesmen's pay, truck operations, advertising, etc.

BAKERS' POSITION EMPHASIZED—A news release destined for most of America's newspapers has been prepared by the American Bakers Assn., Chicago, based on information reported by the Ellender committee of the Senate and detailed on page 10 of the June issue of *The American Baker*. The chart shown above is used with the article, and points up the fact that rising costs of labor and distribution are responsible for increases in the price of bakery products, rather than higher farm prices or greater profits. Proofs of the newspaper article are available for distribution from Bakers of America Program headquarters, 20 N. Wacker Drive, Chicago 6, Ill.

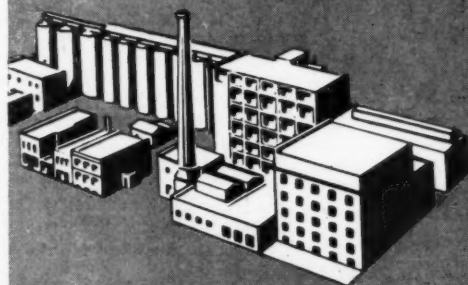
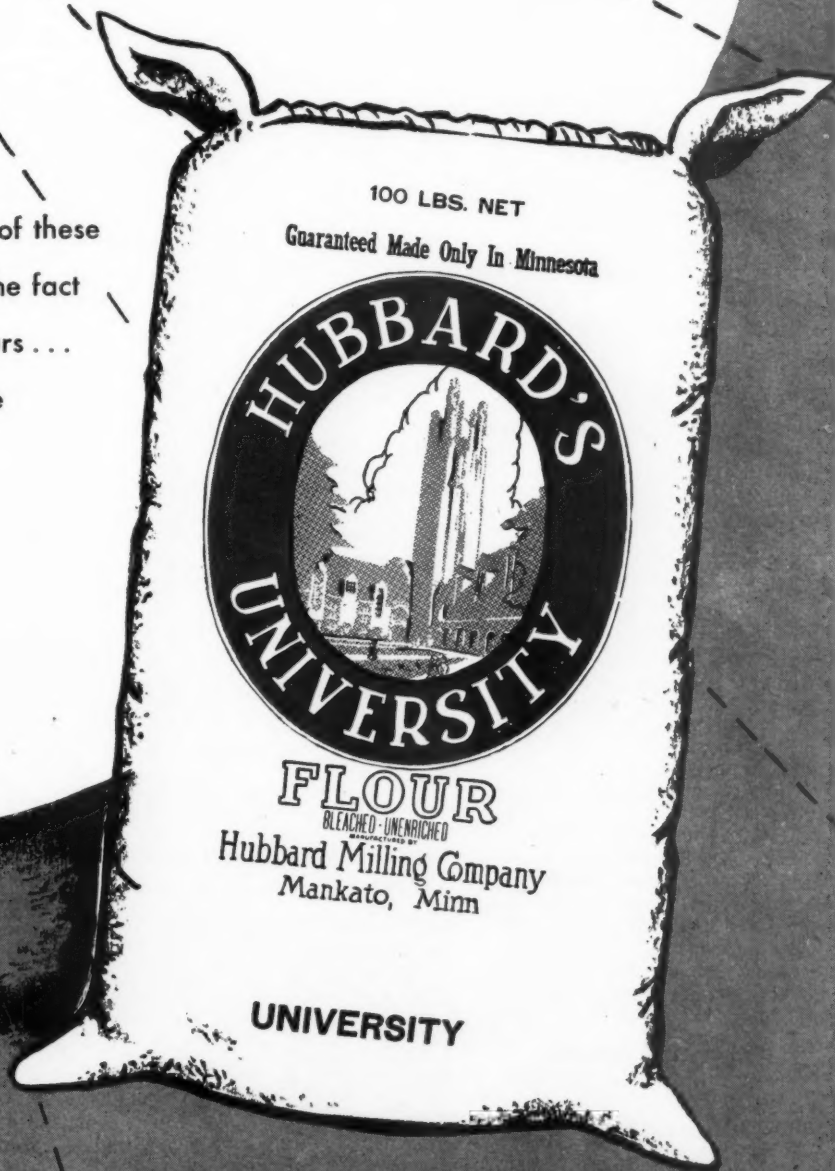
HIGHER QUALITY

in LOWER-PROTEIN FLOURS

Tops in the lower-protein field . . . UNIVERSITY,
HUBBARD'S SPECIAL, and ATHLETE . . .
three fine Hubbard flours that are truly superior.

Part of the superiority of these
mellow-type flours lies in the fact
they are true Spring-wheat flours . . .
the balance lies in the fact they are
Hubbard flours.

*There's a fine Hubbard flour
to meet your every need!*



HUBBARD MILLING CO.

MANKATO, MINNESOTA • AMBRIDGE, PENN.

Pan Breads Appeal to 'Hard-to-Please' Customers

WHOLE WHEAT BRAN BREAD

7 lb. clear flour
4-lb. whole wheat flour
1 lb. bran
8 oz. potato flour
9 lb. water (variable)
5 oz. salt
5 oz. yeast
2½ oz. malt
5 oz. brown sugar
5 oz. shortening

Note: Soak the bran in part of the water for about an hour. Add the balance of the ingredients and mix in the usual manner.

Dough temperature 78° F.

First punch 2 hr.

Second punch 30 min.

To bench 15 min.

Scale and round up. Rest for about 15 minutes and make up. Wash the loaves with water and either roll them in bran or sprinkle bran on the washed loaves before placing them in the pans. Bake at about 425° F.

After the bread has started to color in the oven, use a small amount of steam in order to remove the usual dead color of this type of bread.

WHOLE WHEAT BREAD

100 lb. whole wheat flour
72 lb. water (variable)
2 lb. 8 oz. salt
2 lb. 8 oz. shortening
2 lb. 4 oz. yeast
1 lb. malt
4 lb. milk solids (non fat)
5 lb. sugar

First punch 1½ hr., second 1 hr., to bench 15 min. Temp. 80°. Give dough good development.

SPONGE WHOLE WHEAT BREAD

Sponge:

70 lb. whole wheat flour
44 lb. water
2 lb. yeast
4 oz. yeast food
1 lb. malt

Temperature 78°, sponge time 4½ hr.

Dough:

30 lb. whole wheat flour
28 lb. water (variable)
2 lb. 8 oz. salt
8 lb. honey
3 lb. shortening
4 lb. milk solids (non fat)

Dough temperature 80° F. Floor time 15-20 min.

WHOLE WHEAT RAISIN BREAD

30 lb. whole wheat flour
19 lb. water (variable)
10 oz. salt
14 oz. sugar
1 lb. 8 oz. shortening
14 oz. yeast
10 oz. malt
14 oz. milk solids (non-fat)
10 lb. 8 oz. seedless raisins

Dough temperature 78° F. First punch 1 hr. 30 min. Second punch 1 hr. To the bench 15 min. later.

Scale and round up. Allow to rest for about 15 min. and then make up. Proof and then bake at about 400° F.

SOFT WHITE BREAD

(With white rye flour)

Sponge:

35 lb. flour
21 lb. water
1 lb. yeast
4 oz. yeast food
12 oz. malt

Mix sponge until it is smooth (about 3 min.). Temperature 76° F. Fermentation time 4 hr. 30 min.

These Flavorful and Fresh Specialty Type Breads Please Housewives Who Are Looking for 'Something Different' in Baked Products

By A. J. Vander Voort
Technical Editor, The American Baker

Dough:

10 lb. flour
5 lb. white rye flour
14 lb. water (variable)
1 lb. 4 oz. salt
2 lb. 8 oz. sugar (sucrose or dextrose)
3 lb. milk solids (non-fat)
1 lb. 12 oz. shortening

Break up the sponge in the usual manner. Add the other ingredients putting the white rye and milk solids on top of the flour. Add the shortening when the dough is about two thirds mixed.

Dough temperature 80° F. Floor time 10 min.

Scale and round up. Allow to rest for 15 min. and make up. Proof and bake at about 410-420° F. Use a little steam in the oven.

CURRENT BREAD

Mix together:

2 lb. 8 oz. sugar (sucrose or dextrose)
1 lb. 8 oz. shortening
1 lb. milk solids (non-fat)
4½ oz. salt
Vanilla to suit

Add gradually:

2 lb. whole eggs

Then add:

6 lb. 6 oz. water

Add and mix slightly:

12 lb. bread flour
3 lb. pastry flour

Mix together and add:

1 lb. yeast
2 lb. 2 oz. water

Mix until nearly smooth, and then add and mix in until smooth:

8 lb. currants
1 lb. 8 oz. fine cut citron
1 lb. fine cut lemon peel

Dough temperature 80° F. First punch approximately 1 hr. 45 min. To the bench 15 min. later.

Note: This dough should be mixed on slow speed for best results. Due

to being quite rich, the loaves should be baked at a lower temperature than white bread. About 30-40° F. lower than white bread should be suitable.

If desired, after baking, the loaves may be washed with a glucose glaze or with a thin water icing.

SWEET PAN RYE BREAD

22 lb. clear flour
4 lb. dark rye flour
17 lb. water (variable)
12 oz. yeast
2 oz. yeast food
10 oz. salt

12 oz. shortening

4 oz. caraway

4 lb. corn syrup

1 lb. 6 oz. molasses

Mix in the usual manner.

Dough temperature 79-80° F.

First punch approximately 1 hr. 30 min. Second punch 30 min. To the bench 15 min.

Scale and round up. Allow 15 min. rest and then make up. Proof and then bake at about 410-420° F.

Use plenty of steam during the baking period.

CHOCOLATE NUT BREAD

12 lb. bread flour
1 gal. water (variable)
12 oz. yeast
4 oz. salt
14 oz. granulated sugar
12 oz. milk solids (non-fat)
10 oz. shortening
1 lb. 2 oz. melted bitter chocolate

3 lb. 8 oz. chopped walnuts

Procedure: Mix the dough by the regular method and when about ¾ mixed add the melted chocolate and chopped nuts. As the chocolate tightens the dough up considerably during fermentation, the dough should be quite slack before it is added.

Dough temperature 80° F. First punch 1 hr. 30 min. Second punch

45 min. To the bench. 20 min.

After scaling, make up and proof. Bake at about 380-390° F. without steam.

RAISIN BREAD

(Straight Dough)

50 lb. flour
30 lb. water (variable)
1 lb. salt
2 lb. 8 oz. sugar (sucrose or dextrose)
2 lb. 8 oz. shortening
2 lb. milk solids (non-fat)
35 lb. seedless raisins
2 lb. yeast

Dough temperature 78° F. First punch approximately 45 min. To the bench 15 min.

Scale and round up. Allow to rest for 10-15 min. and make up. Proof and then bake at about 410-420° F.

After baking glaze or ice with a thin water icing.

Note: Wash and then drain the raisins thoroughly. Incorporate the raisins when the dough is about ¾ mixed.

RAISIN BREAD

(Sponge Dough)

Sponge:

40 lb. flour
24 lb. water
1 lb. yeast
2 oz. yeast food
2 oz. salt
8 oz. malt

Sponge temperature 79-80° F. Fermentation time 5-5½ hr.

Dough:

10 lb. flour
8 lb. water (variable)
1 lb. salt
2 lb. 8 oz. sugar (sucrose or dextrose)
2 lb. 8 oz. shortening
2 lb. 8 oz. milk solids (non-fat)
35 lb. seedless raisins

Dough temperature 82° F. Floor time 10-15 min.

Scale and round up. Allow to rest for 10-15 min. and make up. Proof and then bake at about 410-420° F.

After baking, glaze or ice with a thin water icing.

Note: Wash and then drain the raisins thoroughly. Incorporate the raisins when the dough is about ¾ mixed.

APPLE NUT BREAD

1 lb. brown sugar
12 oz. milk solids (non-fat)
8 oz. egg yolks
10 oz. shortening
6 lb. cooked and drained apples or unsweetened apple sauce
1 lb. 8 oz. chopped pecans
6 oz. salt
½ oz. cinnamon
1 oz. yeast food
8 oz. yeast
18 lb. bread flour
8 lb. 4-oz. water (variable)

Procedure: Dissolve the yeast in part of the water. Mix the other ingredients except the shortening and pecans with the balance of the water. Add the flour and when partially mixed, add the yeast solution and then add the shortening. When the dough is about ¾ mixed, add the chopped pecans and continue mixing until the dough is well developed and smooth. The dough should be on the stiff side.

Dough temperature 80° F. First punch approximately 1 hr. 30 min. Second punch 45 min. To the bench 15 min. later.

Scale and round up. Allow to rest

Pan Breads—III

THIS is the third of three articles on pan breads, the specialty types of breads that help the baker please customers who are "looking for something different." Other articles in this series appeared on page 20 of the March issue and on page 20 of the May issue of The American Baker. Pan breads are a valuable addition to the baker's display cases because they attract customers looking for a different type of bread, and they boost sales of other baked products. Since bread is served three times a day in most homes, the baker should spend some time and effort in developing the unusual in bread products. The housewife will not hesitate to pay



A. J. Vander Voort

a few cents extra for something special that contains all the flavor and freshness she has come to expect in the regular product.

for about 15 to 20 min. and then make up. Place in regular white bread pans and allow to proof. Bake at about 420° F.

DATE WHOLE WHEAT BREAD

Make a dough, using the regular procedure, with the following ingredients:

- 30 lb. whole wheat flour
- 19 lb. water (variable)
- 10 oz. salt
- 12 oz. sugar (sucrose or dextrose)
- 1 lb. 8 oz. shortening
- 14 oz. yeast
- 10 oz. malt
- 12 oz. milk solids (non-fat)

When nearly mixed smooth, add:
8 lb. pitted dates

Dough temperature 77-78° F. Have water temperature 15 to 20° F. colder than for white doughs.

First punch 1 hr. 30 min. (approximately). Second punch 1 hr. To the bench 15 min. later. Scale into pieces of desired weight and round up. After giving intermediate proof, make up. Give proper proof and then bake.

Note: Whole wheat doughs should be mixed considerably longer than white bread doughs.

DATE BREAD

(White Dough)

Make a dough, using the following ingredients:

- 25 lb. flour
- 15 lb. water (variable)
- 8 oz. salt
- 12 oz. sugar (sucrose or dextrose)
- 8 oz. shortening
- 15 oz. yeast
- 15 oz. milk solids (non-fat)

When nearly mixed smooth, add:
8 lb. chopped pitted dates

Dough temperature 78° F. First punch, approximately, 1 hr. 45 min. To the bench 15 min. later. Scale and round up. Give about 15 min. intermediate proof and then make up. Proof and then bake at about 410° F.

MILK AND HONEY BREAD

(U.S. Standard)

Sponge:

- 70 lb. flour
- 42 lb. water
- 2 lb. yeast
- 8 oz. yeast food
- 1 lb. 8 oz. malt
- 8 oz. salt

Mix until smooth. Sponge temperature 76° F. Fermentation time 5 hr.

Dough:

- 30 lb. flour
- 24 lb. water (variable)
- 2 lb. salt
- 6 lb. honey
- 4 lb. shortening
- 6 lb. milk solids (non-fat)
- 2 lb. 12 oz. butter

Note: Break up the sponge and add the ingredients in the usual sequence.

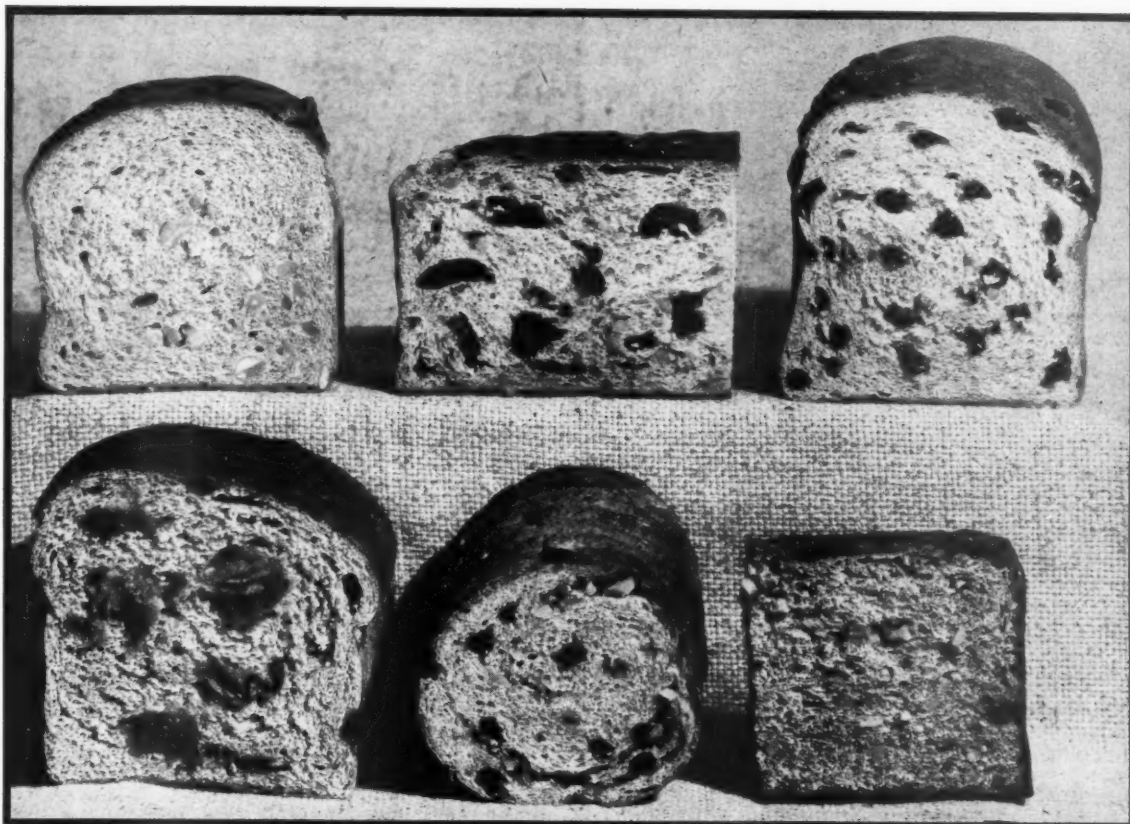
Dough temperature 82° F. Floor time 10-15 min.

BROWN SUGAR BREAD

- 13 lb. flour
- 1 gal. water (variable)
- 4½ oz. yeast
- 4½ oz. yeast
- 1 oz. yeast food
- 8 oz. milk solids (non-fat)
- 1 lb. brown sugar
- 8 oz. shortening
- 4 oz. potato flour.

Temperature 80° F. First punch 1 hr. 40 min., second punch 40 min., bench 20 min.

Scale 22 oz. for 1¼-lb. loaf. Bake in round or square pans. Bake 425° and use light steam during the baking period.



Fruits Add Attractiveness, Saleability to Breads

OATMEAL BREAD (NO. 2)

- 1 lb. yeast
- 1 lb. malt
- 1 lb. salt
- 2 lb. 8 oz. sugar (sucrose or dextrose)
- 2 lb. milk solids (non-fat)
- 2 lb. shortening
- 30 lb. flour
- 10 lb. oatmeal
- 10 lb. whole wheat or graham flour
- 36 lb. water (variable)

Temperature 79-80° F.

The first rise should equal 75% of the total fermentation time. Oatmeal bread requires a medium proof. A 20 oz. loaf should be baked in a 1-lb. pan as the volume will be smaller than white bread.

Do not use steel cut oatmeal, but use rolled oats.

Soak the oatmeal in an equal amount of water about 1 hour before mixing. Do not fail to allow for this water when figuring the amount to go into the dough.

Two or three pounds of fine ground walnuts may be added to improve the flavor.

COMPACT WHITE BREAD

(With Soft Wheat Flour)

Sponge:

- 70 lb. flour
- 42 lb. water
- 2 lb. yeast
- 6 oz. yeast food
- 6 oz. salt
- 1 lb. malt

Mix sponge until smooth or just incorporated (about 3 min.). Temperature 76°. Time 5 hr.

Dough:

- 15 lb. flour
- 15 lb. soft wheat flour
- 23 lb. water (variable)
- 2 lb. 6 oz. salt
- 4 lb. sugar (sucrose or dextrose)
- 8 lb. milk solids (non-fat)
- 3 lb. shortening

Break up sponge in regular manner adding ingredients in prescribed order with the milk solids on top of flour. Add shortening when dough is ¾ mixed.

Dough temperature 82° F. Floor time 10 min. (approximately).

FRUIT-NUT BREAD

- 13 lb. flour
- 7 lb. 12 oz. water
- 2 lb. shortening
- 1 lb. honey
- 1 lb. sugar
- 5 oz. salt
- 4 lb. pecan pieces
- 2 lb. chopped cherries
- 1 lb. yeast
- 12 oz. milk solids (non-fat)

Method: Mix dough in regular manner adding fruit and chopped pecan pieces when dough is ¾ mixed.

Dough temperature 82°. First punch 2 hr. Bench 30 min. Scaling weight 18½ oz.

Bake in oven at about 400°. After baking this loaf may be iced with a thin icing and sprinkled with finely chopped pecans.

GOVERNMENT STANDARD MILK BREAD

(With Powdered Whole Milk)

Sponge:

- 65 lb. flour
- 39 lb. water
- 2 lb. yeast
- 8 oz. yeast food
- 2 lb. malt
- 8 oz. salt

Mix sponge until just incorporated or smooth (about 3 min.).

(Continued on page 61)



A Raisin and Nut Loaf

Questions & Answers

A SERVICE FOR BAKERS

Conducted by

Adrian J. Vander Voort

Technical Editor of The American Baker

Mince Meat

One of our customers is interested in going into the packing of mince meat for the bakery trade and is interested in information on formulas. Can you supply us with such information?—W. E. A., Ohio.

There are any number of qualities of mince meat on the market, and the manufacturer can make one to sell at various prices, depending upon the amount and type of fruit used. The amount of meat can be changed to fit the price at which the mince meat can be sold. The amount and type of spices may be varied to suit the individual. The following formula makes a quality product and will give you something to start with.

Bring to a boil and cook for about 5 min.:

55 lb. seedless raisins
20 lb. currants
35 lb. seeded raisins
75 lb. water or $\frac{1}{2}$ water and $\frac{1}{2}$ cider

6 oz. benzoate of soda

Allow to cool for about 24 hr. and then drain.

To the drained mixture add and mix thoroughly:

160 lb. ground, fresh peeled apples
55 lb. sugar
5 lb. molasses
2 lb. 4 oz. salt
2 lb. cinnamon
6 oz. nutmeg
5 oz. ginger
2 oz. cloves
2 oz. allspice
6 lb. fine ground candied orange peel
6 lb. fine ground candied lemon peel
6 lb. fine ground candied citron

Mix together and add to the above:

60 lb. 43° corn syrup and the drained moisture from the raisin mixture

Then add:

25 lb. fine ground beef suet
20 lb. fine ground beef

Allow to stand several weeks before using.

Note—The benzoate of soda is used as a preservative. Brandy may be added to the above formula if desired.

Cheese Cake

I would like very much to have a good simple cheese cake formula using bakers cheese.—W. D., Iowa.

Here are two formulas that you may wish to try out. If these are not what you have in mind perhaps I can supply you with others.

CANASTA CREAM CHEESE DESSERT

Part 1

$1\frac{1}{2}$ lb. graham cracker crumbs or toasted cake crumbs (dry)
12 oz. granulated sugar
12 oz. shortening and butter

Method: Blend together smoothly

The American Baker, without cost to its subscribers, offers through Mr. Vander Voort, technical editor of The American Baker and Head of the Baking Department, Dunwoody Industrial Institute, to answer and analyze production problems. Samples of baked goods should be sent to Mr. Vander Voort, Dunwoody Industrial Institute, Minneapolis, where the laboratories and facilities of the school are at the disposal of the readers of The American Baker; communications should be addressed to The American Baker, 118 South Sixth Street, Minneapolis, Minnesota

and cover bottom of greased layer pans with mixture. Press down firmly. Bake in slow oven 300° F. for about 5 min. Allow to cool.

Part 2

2 lb. dry smooth bakers cheese
4 lb. loaf cream cheese
 $1\frac{1}{2}$ lb. granulated sugar
 $\frac{1}{4}$ oz. cinnamon
1 oz. vanilla
1 oz. grated lemon rind
2 oz. lemon juice
10 oz. egg yolks
12 oz. egg whites

Method: Blend together the cheese and other ingredients, except egg yolks and whites, at room temperature until smooth. Add yolks and mix in smoothly. Beat whites stiff and fold into the above. Then pour this mixture into the pans on top of the baked crumbs. Place in oven 300° F. and bake slowly for 45 min.

Part 3

$3\frac{1}{2}$ lb. sour cream
3 oz. granulated sugar
1 oz. vanilla

Method: Blend all together well and spread on top of cakes. Return to the oven for 10 min.

Note: This cake must be baked in spring sided pans because it cannot be turned out after baking.

CALIFORNIA CHEESE CAKE

Part 1

$4\frac{1}{2}$ lb. fresh milk
8 oz. shortening
8 oz. butter

Method: Heat the above together until fat is melted.

Part 2

10 lb. smooth bakers cheese
 $1\frac{1}{2}$ lb. corn starch
2 oz. salt

2 oz. lemon emulsion
6 oz. vanilla

Method: Cream only until smooth. Add the ingredients in Part 1. Place in hot bath until whites are ready.

Part 3

7 lb. granulated sugar
3 lb. water
2 oz. cream of tartar

Method: Boil to 244° F.

Part 4

4 lb. 4 oz. egg whites (70° F.)

Method: Whip into a wet peak and add hot syrup. Then whip until medium stiff. Fold into first part.

Special instructions: Scale standard pan about 16 lb. Grease and dust with graham cracker crumbs. Bake about 50 min. at 300° F.

Graham Cracker Crust

I am trying to make a graham cracker crust, that will be crisp, and run it through a regular pie roller. We would like to put them into production, but cannot afford to make them by pressing by hand.

The formula we have used is as follows:

5 lb. ground graham crackers
1 lb. winter flour
 $1\frac{1}{2}$ lb. butter
 $1\frac{1}{2}$ lb. shortening
1 oz. salt
1 lb. karo syrup
1 lb. water

This recipe is made the same as pie dough and results are a fine crust.—C. S., Pa.

I have your request for information in regard to running a graham cracker crust through a regular pie crust roller. I am sorry to state that I have never seen this done.

As a general rule, the formula for making a graham cracker crust is so short and tender that it is practically impossible to handle the rolled out crust. Some bakers instead of making a regular graham cracker mixture such as your formula, use a regular pie dough, and instead of using dusting flour, use crushed graham crackers for rolling out the dough.

I appreciate the fact that making the graham cracker crust requires a lot of labor. Should I find someone who has been able to lick this problem, I certainly will publish the procedure in The American Baker.

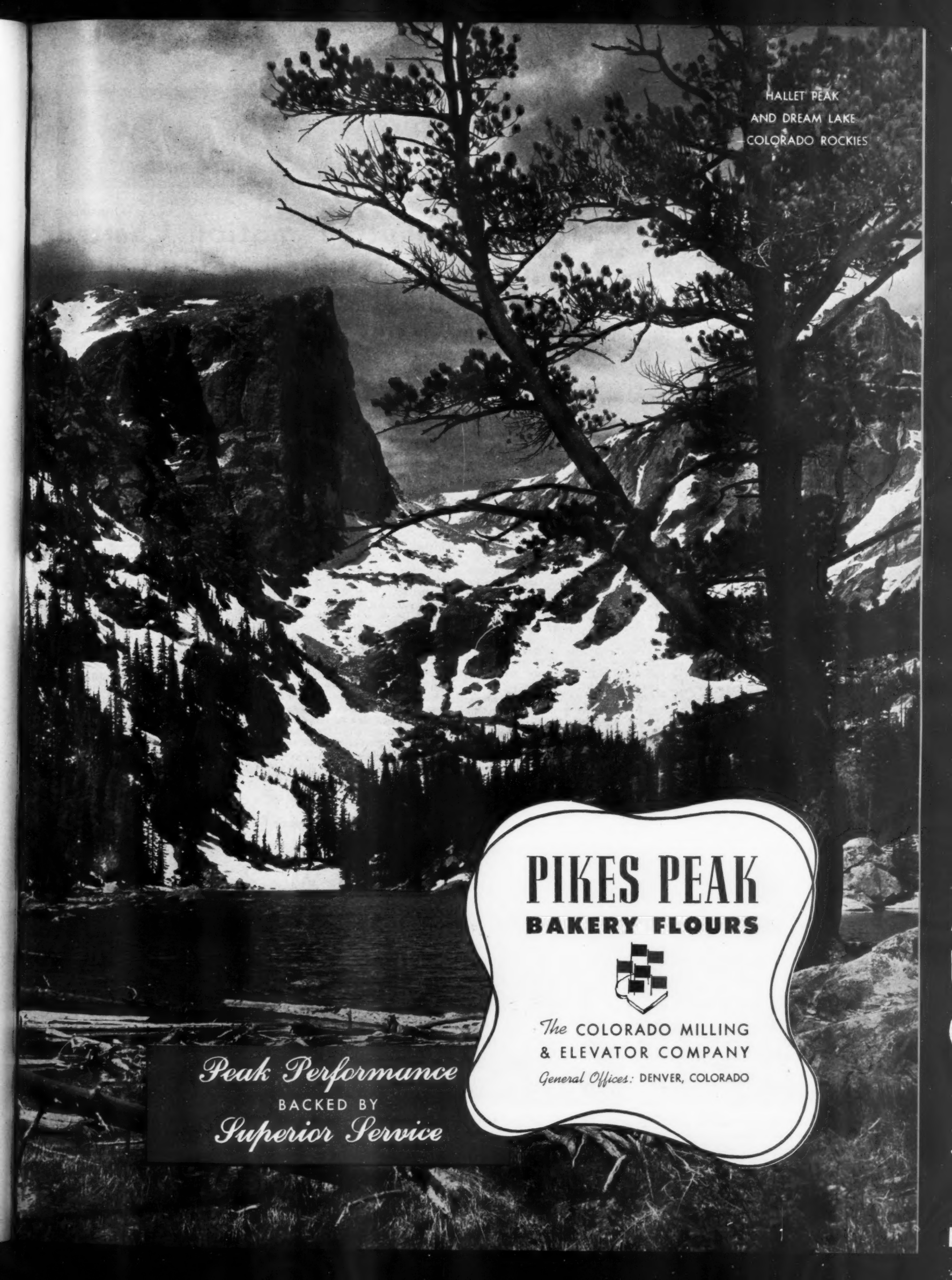
BISCUIT FIRM SOLD

NORTH ADAMS, MASS.—The H. W. Clark Biscuit Co. here has been sold to the Carr Consolidated Biscuit Co. of Wilkes-Barre, Pa. Alex R. Petrie, president of the Clark firm, was appointed general manager of Carr's New England division.



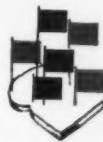
PLUGS BREAD SPACE—Sound merchandising of a bakery department will more than repay the small amount of effort put forth, according to Richard Gromer, part owner of Gromer's Food Store, Elgin, Ill. At the National Association of Retail Grocers convention in Chicago recently, Mr. Gromer pointed out that although his bakery department takes up only 2% of the store's 4,000 sq. ft. of selling space, it accounts for approximately 7% of the \$22,000 weekly receipts. His store was cited by a nationally known research organization for its success in store operations, including appearance, volume per square foot, low operating cost, competitiveness, and net returns. At the right, Mr. Gromer discusses his merchandising methods with Robert E. Quinlan, left, of the Bakers of America Program, at the convention.

—BREAD IS THE STAFF OF LIFE—



HALLET PEAK
AND DREAM LAKE
—COLORADO ROCKIES

PIKES PEAK
BAKERY FLOURS



The COLORADO MILLING
& ELEVATOR COMPANY

General Offices: DENVER, COLORADO

Peak Performance
BACKED BY
Superior Service

BAKERY MERCHANDISING

Further Expansion of Doughnut Promotion Charted

Fall Campaign to Feature Nationwide Contest for Employees Selling Doughnuts—DCA to Give Cash Prizes



POSTER—Powerful point-of-sale advertising is being given more attention than ever before in the doughnut sales building campaign. Displays such as the one illustrated above will introduce the Sweet Cider doughnut. The full color poster is 11 by 14 in.

ANATIONWIDE sales contest with a prize for every sales employee who sells doughnuts—whether direct to the consumer, to the grocer or the restaurant and institutional user—will feature this year's October Donut Month drive.

A plan developed by the Doughnut Corporation of America, working in cooperation with the 23rd annual October Donut Month sponsored by the Bakers of America Program, will distribute \$5,000 in prizes to employees selling doughnuts.

The contest, with its \$500 defense bond as grand prize, is part of the most comprehensive doughnut month program ever developed, those presenting the campaign state.

The Doughnut Corporation and the Bakers of America Program combine to offer an individual promotion, tailor-made to fit the need of every baker in his market area. Each separate packaged program is designed to hit hard at the point where doughnuts are sold—whether that point of sale is the grocery store, the restaurant counter, the retail shop, or the housewife's door. The impact will be generated by new, forceful, merchandising aids developed by, and available through DCA; and also many excellent and powerful ideas designed to sell more doughnuts for the baker.

Bakers' Advertising Charted

To take full merchandising advantage of the national advertising for doughnuts which will be placed by the Bakers of America Program—a full page, full color ad in *Look* magazine (3,300,000 circulation) and a half page, full color ad in the *Woman's Home Companion* (circulation 3,500,000)—the Doughnut Corporation of America will contribute supporting national publicity.

Once again the National Dunking Assn. will run a national election. Three top stars will run for office—Bobby Benson, last year's winner in the national voting for NDA president, will run for reelection. His opposition will be furnished by lovely Denise Darcel, the newest French sensation who is currently starring in Merto-Goldwyn-Mayer's forthcoming picture, "Westward the Women," and from America's new comedy star,

the NBC-TV favorite, Sid Caesar.

These three stars will spearhead a promotional drive calculated to make all America doughnut conscious. Their efforts will provide a publicity cover to get the fullest effect in sales impact for every baker who ties in with this powerful DCA program, the company states. The three stars will also help give a tremendous send-off to a new doughnut—the Sweet Cider doughnut.

In keeping with the season, DCA is introducing a new doughnut that "tastes of Fall."

"The Sweet Cider doughnut's fresh, different taste . . . its keen tangy flavor . . . delicious eating qualities—all serve to put it right into the spirit of the time," the company says.

"And as part of DCA's Fall effort for doughnuts, this new doughnut will receive the same sort of send-off that marked the national launching of Gingerbread doughnut in the Spring of this year. The Spring test of Gingerbread doughnuts was a marked success and pointed the way for this much more intensive Fall effort."

Food editor's pages, women's columns and women's radio and TV shows, as well as national magazines will be used to assure the creation of top public demand for the new doughnut product. The effect of this publicity will be to create a ready-made market of consumer acceptance and demand, on which every baker can capitalize for new plus sales, it is claimed.

New material is available to push



PARTY POSTER—The poster above attractively presents doughnuts in their Fall atmosphere—its full color features football and Halloween parties, and illustrates several types of doughnuts that can supply the main food course at the parties.

the sales of new Sweet Cider doughnuts. This material includes a full-color Sweet Cider poster, Sweet Cider package stickers and new tested display ideas—all proved aids with a sales making potential at the point of sale.

Party Promotions Set

Also charted for October Donut Month is a large scale party promotion. This part of the Fall campaign will have two aspects—a Halloween Party drive and a Football Party promotion (parties both before and after the game). Heading this two-pronged drive will be two more top stars—Fran Warren, nationally popular songstress, and Johnny Lujack,



CANDIDATES—Bobby Benson (left), youthful radio star of the Mutual Broadcasting Co. B-Bar-B Ranch Riders show, president of the National Dunking Assn., will compete for reelection this year against Denise Darcel (left center) and Sid Caesar (right center). Lovely Miss Darcel, a recent importation from France, is starring in a Metro-Goldwyn-Mayer picture, "Westward the Women." Sid Caesar has become a comedy sensation on the National Broadcasting System's television network. The three stars will

spearhead a promotional drive calculated to make the nation doughnut conscious. According to the Doughnut Corporation of America, which is working with other baking industry promotional media to get the fullest sales impact possible, the stars will give a big send-off to a new doughnut—the Sweet Cider doughnut. At the right is Fran Warren, nationally known singer, who is this year's Halloween Party Queen. Johnny Lujack, Chicago Bears football star, will also promote doughnut parties.

former Notre Dame all-American, and present quarterback of Chicago's professional football team, the Chicago Bears.

Fran Warren will be this year's Halloween Party Queen and encourage the sales of doughnuts for those parties. Thus her role is part of a nationwide civic effort to prevent vandalism and destructiveness, and to encourage good clean fun at Halloween parties instead.

Johnny Lujack in turn will lead the effort to get high school and college students of America doughnut conscious—for parties before and after the game.

Tie-ins Planned

For this phase of DCA's doughnut drive, a good deal of tie-in material is available. This includes a handsome new party poster, printed in full-color that combines the taste-appeal of doughnuts with the halloween and football themes. In addition other point-of-sale material has been prepared to enable every baker to get into this promotional effort in his market. Newspaper ad mats and radio spot announcements are available.

"Combine all these promotions, add an unusual and interesting Grocer's Display Award and routeman's contest prizes, and the result is a distinctive individual campaign that is exactly fitted to the baker's needs," DCA points out.

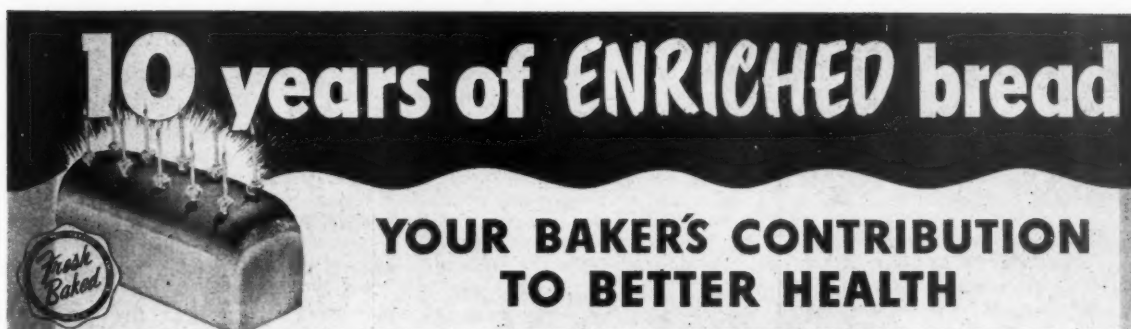
"It will give every participating baker a campaign that is his alone in his market."

One of the most important features of this campaign is the great attention given to selling strength at the point of purchase. Display material of excellent attention-getting design has been prepared along with long and detailed suggestions for its use in the grocery store. This, plus the successful linking of effort among the baker's route salesman, the grocer and the consumer represents the greatest strength of this year's campaign.

More complete details can be had from the Doughnut Corporation of America, 393 7th Ave., New York 1, N.Y., or the Bakers of America Program, 20 N. Wacker Drive, Chicago 6, Ill.



BAKERS' AD—The Bakers of America Program is cooperating as usual in promoting the increased consumption of doughnuts with the full page full color advertisement reproduced above. It will appear as a full page in Look magazine, circulation 3,300,000, and as a half page in full color in Woman's Home Companion, with a circulation of approximately 3,500,000. Several varieties of doughnuts, both cake and yeast raised types, are shown in color in the advertisement.



WINDOW STREAMER—The window streamer illustrated above is ready-pasted for easy fastening to the display window or showcase. Printed in green and brown on heavy cream-colored paper, the streamer can be used to call attention to the magazine advertisement on en-

riched bread which has appeared in many consumer advertisements. The Associated Retail Bakers of America includes a reprint of the ad in its enrichment promotion kit. The material is supplied bakers through the ARBA by Merck & Co., Rahway, N.J.

ARBA Circulates Enriched Bread Promotional Aids

The Associated Retail Bakers of America has sent all ARBA members a promotional packet making it possible for every baker to tie in with the intensive advertising of the Bakers of America Program featuring the 10th anniversary of enriched bread.

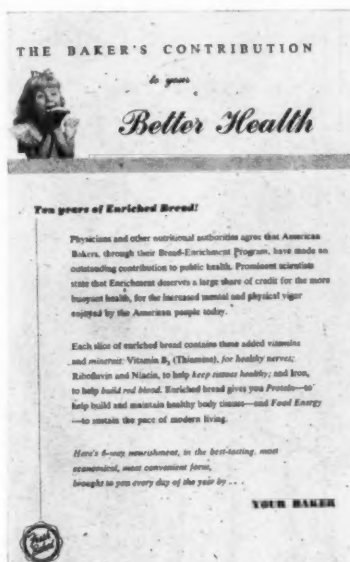
The packet contains two window streamers, one reprint of the two-page advertisement which has appeared in many national consumer publications under the auspices of the bakers' promotional program, and 50 package inserts, as shown in the accompanying illustrations.

"The value of this material lies in its use," ARBA points out. "Don't lay it aside—post it immediately and let your customers know that enriched bread, so widely endorsed by eminent authorities, is obtainable in your bakery."

Sweet Goods Bulletin

ARBA Bulletin RM-194, titled "Some Things Old . . . Some Things New," just released, contains some excellent suggestions for the production of sweet yeast goods. It stresses the advantages of tasty toppings, fillings and finished appearance and tells how these aid the sale of the products.

This bulletin is based on the ma-



PACKAGE STUFFER—Fifty package inserts such as that illustrated above are supplied bakers by the Associated Retail Bakers of America in the packet of merchandising aids intended to help bakers everywhere promote the 10th anniversary of enriched bread.

terial presented during the panel discussion at the recent ARBA Pittsburgh convention by H. B. Goodbrand, Woman's Bakery, Toronto, Canada, one of the participants. It was released in response to the many requests for the practical ideas and recipes which Mr. Goodbrand's presentation contained. Among the recipes included are suggestions for the use of fresh berries, nut brittle, nut krisp, custard and combinations of various mixtures which result in high-quality toppings and fillings.

—BREAD IS THE STAFF OF LIFE—

Folder Promotes Sale of Wedding Cakes for Bakery

Fuchs Baking Co. here is building its volume of wedding cakes with the help of an illustrated folder which is sent to prospective brides. Names are secured through announcements in newspaper society pages and from the license bureau in the courthouse.

The folder shows several types of wedding cakes and lists the price and the number of guests each will serve. Also offered is the service of a wedding consultant to help the bride make her choice.

Study Shows Spring and Summer Dip in Purchases of Baked Goods

WASHINGTON—A recent study completed by the U. S. Department of Agriculture reaffirms the belief that the field of seasonal patterns of food consumption offers a challenge to promotional efforts by the nation's bakers.

The study, conducted by the bureau of human nutrition and home economies, agricultural research foundation, of the department, shows that while purchases of bakery goods are fairly stable from season to season, there is a pattern of rise and fall that can be charted.

Purchases of bread are slightly higher in the fall than in the other three seasons. Use of baked goods other than bread increases in winter and drops off in spring and summer.

The report attributes this warm weather drop in sales to the fact that ice cream and other desserts often may take the place of cake and pie in family meals in the spring and summer.

It also notes that the decrease in

grain product foods is one reason why summer diets are lower in nutritive content than are those of other seasons.

Material for the study was gathered in 1948 and 1949 from four urban areas, Birmingham, Buffalo, Minneapolis-St. Paul and San Francisco, and results were projected to a national seasonal pattern of urban food consumption.

8% Drop in Spring

The tabulation shows that purchases of bakery products during the winter were 100.9% of the yearly average, during spring 96.7%, during summer 95.9% and during the fall 104.8%. Purchases in the spring were more than 8% below those during the fall and more than 4% below those during the winter.

In the spring consumers bought 8% less bread than during the fall and about 1% less than in the winter. Sales of other baked goods showed a wider margin, with spring

sales falling off almost 15% from those of winter and more than 9% from those during the fall.

According to the study, the number of pounds of baked goods consumed per household per week in 1948 was 8.48, but the spring figure that year was only 8.20. An average household purchased 6.28 lb. bread a week in 1948, but during the spring only purchased 6.14 lb. Purchases of other baked goods averaged 2.06 lb. a household in the spring, as against a yearly average of 2.20 lb.

Fall and winter increases in the purchases of baked goods of from 3% to 11% were posted over the spring purchases in all four of the urban areas from which figures were collected.

The study notes that for many foods price is not an important cause of seasonal movements in purchases, but that factors such as climate, habit and availability do play a part in the shifts.

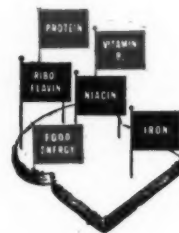
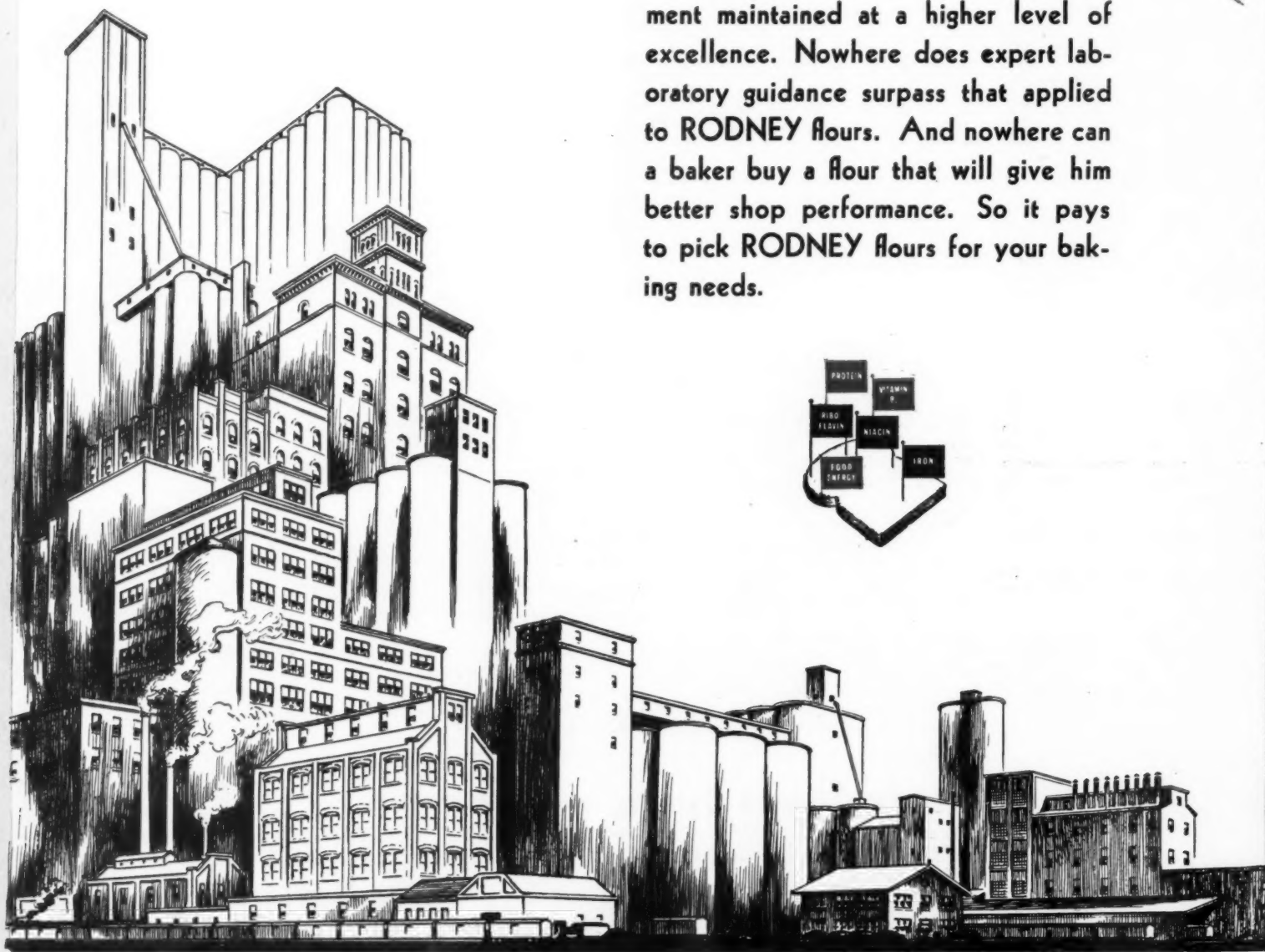
—BREAD IS THE STAFF OF LIFE—

CHILDREN TOUR PLANT

The Little Rock, Ark., bakery of the Continental Baking Co., recently played host to several groups of children from the city's playgrounds.



There is nothing ordinary about the quality of RODNEY flours, for it is quality raised to an exceptionally high standard. Here's the reason: Nowhere is wheat selection carried on with greater scientific skill. Nowhere is milling craftsmanship and milling equipment maintained at a higher level of excellence. Nowhere does expert laboratory guidance surpass that applied to RODNEY flours. And nowhere can a baker buy a flour that will give him better shop performance. So it pays to pick RODNEY flours for your baking needs.



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY
KANSAS CITY, U. S. A.

CHICAGO OFFICE:
 KELLY FLOUR COMPANY
 919 North Michigan Avenue
 Telephone 11 Superior 1053

BOSTON OFFICE:
 SEABOARD ALLIED MILLING CORP.
 1209 Statler Building
 Telephone: Hubbard 8340

LYNCH CORP. ANNOUNCES EXECUTIVE APPOINTMENTS

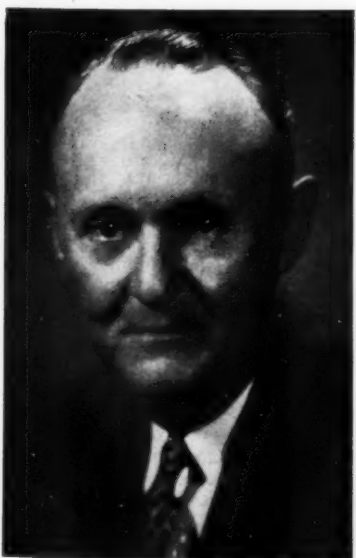
TOLEDO—Frank K. Zimmerman, president of the Lynch Corp., has announced the appointments of Joseph P. McCarthy as general manager and R. L. Sears as sales manager of the Ohio divisions of the corporation. The announcement was made along with



Frank K. Zimmerman



Joseph P. McCarthy



R. L. Sears

that of the reorganization of the divisions.

Mr. McCarthy has been associated with the Lynch Corp. since 1938 as a manufacturing executive. Mr. Sears became the director of sales for the Par compressor division of the corporation in 1944. Long associated with the refrigeration industry, Mr. Sears was recently elected vice president of the Refrigeration Equipment Manufacturers Assn.

The Ohio divisions of the Lynch Corp. is comprised of two manufacturing plants: The packaging machinery division in Toledo, and the Par compressor division of Defiance, Ohio. The packaging machinery division

produces machinery for forming, wrapping and cartoning butter and oleomargarine; equipment for packaging candies, cookies and cakes for the confectionery and baking trades, and the Morpac paper packaging machine.

The Par compressor division manufactures automotive type air compressors and commercial refrigeration condensing units.

—BREAD IS THE STAFF OF LIFE—

E. P. MEAD BAKERIES MOVES HEADQUARTERS

AMARILLO, TEXAS—Headquarters for the E. P. Mead Bakeries were moved here recently from Abi-

lene where they had been located since 1920.

E. P. Mead, president, said the change was made because Amarillo is in the geographic center of territory served by the company which has nine wholesale bakeries and serves Texas, New Mexico and Oklahoma. The company completed a \$650,000 plant here last fall.

—BREAD IS THE STAFF OF LIFE—

OHIO BAKERS PICNIC

WHITEHOUSE, OHIO — The Northwestern Ohio Master Bakers Assn. held its annual picnic at the Welfare Farm here Aug. 6. The program included ball games, horseshoe pitching, snacks and a big lunch.

6000 YEARS AGO . . .

Man began to understand the principles of fermentation—and knew that there were time forces at work—but obviously, knew nothing of the word "Culture" (as it applies to baking methods).

History definitely records an understanding of the natural forces of "Culture" about 200 B. C. by the Egyptians—and by the Middle Ages the German Bakers understood the activities of "Culture" as it applied to the products of their own bake shops.

But it remained for the Brolite Company—a few years ago—to finally perfect a method whereby these forces for Natural Flavor and Natural Goodness could be manufactured—put in package form—for the use of Bakers—any time—any where.

If you want to hear the most interesting story about fermentation that you have ever heard—Ask the Brolite Man about Vita-Plus White Culture.

BROLITE COMPANY

2542 ELSTON AVENUE, CHICAGO 47, ILLINOIS

225 Fourth Ave., New York 3, N. Y.
621 Minna St., San Francisco 1, Calif.

4128 Commerce St.
Dallas, Texas

518 First Ave., North, Seattle 9, Wash.
686 Greenwood Ave., N. E., Atlanta 6, Ga.

"Sweetest Promotion in Years"

General Mills Offers Baker Tie-in Kit with Maple Pecan Chiffon Cake

General Mills, Inc., Minneapolis, has prepared a promotion kit for bakers, describing sales opportunities with the maple pecan chiffon cake, which the firm calls the "sweetest summertime promotion in years."

General Mills suggests that bakers tie in with the efforts by serving the consumer demand that will be aroused by national advertising in magazines and by radio.

The maple pecan chiffon cake was featured in the July issue of McCall's, will be in the September issue of Better Homes and Gardens and the September issue of Ladies' Home Journal, and will be advertised on Betty Crocker's Magazine of the Air radio program.

The sales organization of General Mills is presenting this activity to all segments of the baking industry, R. S. Herman, manager, bakery sales service, reports. Merchandising on the local level permits the baker to tap a market for such a product beyond and above his regular clientele, he said. The cake, he reports, is a prac-



Maple Pecan Chiffon ad

tical cake to produce commercially, and the material cost is reasonably in line with present industry experience.

The three magazines in which the product will be featured have a to-

tal circulation of 11,968,000. Included with reprints of the advertisements, in the General Mills kit, are two window streamers, a folder listing display and merchandising suggestions and the transposed formula for the maple pecan chiffon cake.

Merchandising tips included in the folder include:

"Window display"—Play up the 'cool and summer-y' theme in your window displays. Display the maple chiffon cakes prominently. Use cut flowers—daisies are excellent—ferns or leaf covered tree branches. If space and material permit, a fine window can be worked out using white wrought-iron porch furniture. Artificial grass used as a floor cover makes an attractive background for the cool tan of your cakes. Tape window streamer to the window. Tape reprint of ad to the window. Place copies of magazines open to ad in window.

"Counter display"—Paste the ad reprint on an easel on your counter next to a cake. Copy on the easel below the reprint should read, 'with browned butter icing.' Copy below that should be 'buy it here.'

"Post cards"—Send out postcards about maple pecan chiffon to all your customers, or get a list from the city directory and mail to everyone in your neighborhood.

"Additional merchandising"—This can be done by salesgirls as they

HOPALONG CASSIDY BILLBOARD PROMOTES BREAD

Eye-catching photo reproductions of Hopalong Cassidy on building and highway billboards on the Pacific Coast are being utilized by the Barbara Ann Baking Co. and Langendorf Bakeries, Inc., to exploit the endorsement of these products by the famed screen idol. General Baking Co. is also featuring a Hopalong Cassidy promotion in its sales territories. The posters which appear from San Diego to San Francisco, form a dramatization of the Hopalong tie-up which is part of the cooperative plan for Food Packaging, Inc., agent for Hopalong Cassidy bakery and dairy products, Merrill J. Klein of Food Packaging, Beverly Hills, Cal., announced.

talk with customers, by telephone and by newspaper advertisements. Give your salesgirls a list of selling words and phrases. Impress upon them that words are appetite awakers and sales clinchers."

Mr. Herman reports that "it has been our experience that tie-ins of this type help sell other bakery products." He anticipates that this promotion will be even more popular than that for the pineapple festival cake, in which more than 7,000 bakers from coast to coast participated.

—BREAD IS THE STAFF OF LIFE—

Look Magazine Article Glorifies the Sandwich

The Aug. 14 issue of Look magazine carries a two-page feature article glorifying the "Great American Sandwich."

Tracing the development of the sandwich from its invention by the Earl of Sandwich, who lunched on meat-between-two-slices-of-bread because he didn't wish to leave the gaming table, the article points out that the sandwich may be an appetizer, hot main dish, sweet dessert or a complete meal.

A reason for the popularity of the sandwich, with its presently-recorded 946 varieties, is offered by Look at the conclusion of its article:

"New discoveries confirm what Americans have instinctively known since the hot dog (with its free mustard) took to the roll at the St. Louis Fair in 1904: When bread and meat are eaten together, the protein of meat enhances the value of bread protein. This gives a scientific reason for the goodness of sandwiches—makes them so satisfying."

—BREAD IS THE STAFF OF LIFE—

Cake Slicing Machine May Open New Market for the Cake Baker

A new merchandising method for angel food and fruit cakes may be developed following the introduction of the "Micro Cake Slice-Master," by the Bettendorf Co.

An evenly cut, ready-to-serve cake that can go directly from the retail baker's shop to the housewife's table, with no stop-over for home slicing that often results in a cake that may be pressed together or cut raggedly, is said to be possible with the new machine.

Bakers and merchandising experts have recognized the market need for a ready-sliced cake, the Bettendorf



School Book Covers Feature 10th Anniversary of Enriched Bread

The Bakers of America Program is receiving added support from bakers who use the new educational school book covers supplied by Boyd Knell, Chicago. These book covers feature the 10th anniversary of enriched bread.

The school book cover as an advertising medium to promote bread consumption was developed by Mr. Knell while he was with the Wheat Flour Institute. They enable school children of America to carry their books to and from school protected by durable, soil-resistant covers on which are printed facts regarding the nutritional value of bread.

The new 1951-52 series features the

statement of nutrition experts, educators and leading doctors, who attribute much of the increased mental and physical vigor of American boys and girls to the enrichment of bread with essential vitamins and minerals.

The individual baker's name, trade mark or loaf cut is printed on the book cover in conjunction with the nutrition statement, illustrated attractively with pictures of a healthy boy and girl eating bread who are urged to "Enjoy Enriched Bread for Good Health . . . Good Eating."

The covers are decorated with pictures of school sports that appeal to boys and girls. The front panel of the book cover is designed to cooperate

with school authorities in developing youth to make America strong. Here the children are told that "Study trains and develops the mind to make the most of life's great opportunities."

"The public now sees in their national magazines the advertising sponsored by the bakers of America featuring the 10th anniversary of enriched bread . . . bakers locally can tie in and help support this program by supplying school children with enriched bread school book covers which likewise carry their name into the schools and homes," Mr. Knell states.

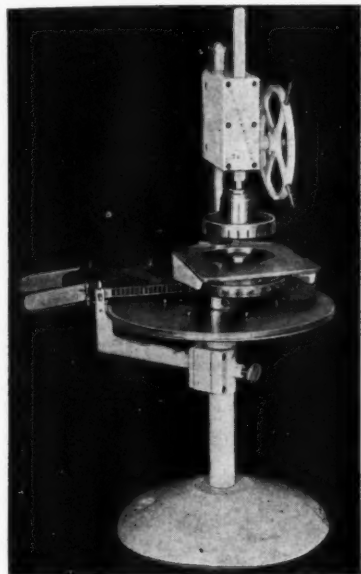
Information and samples of these school book covers may be secured by writing Boyd Knell, 500 N. Sacramento Blvd., Chicago 12, Ill.

firm points out, but it is only recently that a machine that would slice cakes neatly with a low labor cost was developed.

Extensive field testing has shown the practicability of the machine, it is claimed. The slicer can turn out a clean-cut cake every six seconds.

Simplicity of operation is claimed for the machine, which is manually operated by the pressure method. Manual operation was determined by the greater safety and economy assured, as well as by the limited fruit cake season.

The various cutting parts are attached to the steel upright column which stands on a heavy cast iron base. Each machine is equipped with one of six standard slicing heads—four rectangular and two round—in



sizes suitable for conventional round and loaf type cakes. Special type slicer heads are also available for the baker with less uniform requirements.

Blades are attached to the center hub of the slicer head and secured to the outer rim under individual tension. A separate plunger is slotted to fit between the blades, each slot of depth to permit the plunger to strip the cake free of the blades. Circular discs known as "adapters" are placed on locating pins in the turntable, to suit the diameter of different size cakes.



BASKETFUL OF COOKIES—Called a tidy package for ginger cookies and other inexpensive bakery products is this cardboard "basket" tray over-wrapped with Sylvania cellophane. The handle of the basket is a cardboard band slipped over the wrapped package.

SUCCESSFUL SELLING

A Column of Comment

BY WAYNE G. MARTIN, Jr.



Progressive Action Needed

THERE is apparently a new series of attacks being made against white bread in the sensational magazines and by those writers who try to make a living by shocking the public. Obviously the great majority of these articles are unjustified and not based upon facts. Nevertheless they are accepted by some consumers.

The only way they can be refuted is by the baking industry advertising the facts about its products as extensively as it can. This cannot be left merely to the Bakers of America Program, but every individual baker, in his own advertising, should emphasize the nutritional value of all bakery products.

In addition to their advertising, local bakers should establish friendly relations with the editors of their newspapers. By making them aware of the facts about bakery products they can undoubtedly prevent the publishing of many of the phony stories which will be submitted to them. This is also true of radio stations and other forms of publicity.

STRIKES CAUSE PERMANENT DAMAGE: During the recent strike of bakery drivers in New York we saw several excellent examples of the permanent damage they can do to the baking industry. Those leading such strikes refuse to admit these facts, but from visits with drivers whom we know personally they are aware of this danger.

For instance, during the strike a prominent New York newspaper published on its food page a box story headed "Instead of Bakery Bread," and proceeded to give a recipe for convenient home baking. It might be that many housewives would be

pleased with this type of baking, and continue doing it after the strike was over.

We would like to suggest that all in the baking industry, whether they be union members or top-flight management, remember that housewives can still bake bread, and some might find it fun to do this.

It is rather difficult to fathom the reasoning of union leaders in the strike. Approached from any angle of logical thinking, it is impossible to see how the union workers will benefit financially from the five-day week.

The sale of bakers bread has been increased greatly by the fact that it is delivered fresh daily. Anything that is done to curtail this type of distribution will ultimately affect sales adversely, and that is bound to react against the best interests of the drivers.

Frankly, we do not believe that

all of the union objectives have been clearly defined, or developed for the best interests of the drivers themselves. One driver whom we know of privately expressed the opinion that the recent trouble was a "union" strike and not a drivers' strike. Another driver told us that, regardless of the outcome of the strike, it had cost him a great deal of money. Bakery driver-salesmen can only make money when they are working. We are afraid that fact has been overlooked in some union quarters.

MORE INDUSTRY DISCUSSIONS AT CONVENTIONS:

At a recent state bakers' convention a baker asked for the privilege of the floor and, when it was granted to him, promptly tore the program apart. He declared that there were too many outsiders giving advice who really didn't know the bakers' problems, and entirely too much repetition in addresses relative to sales help training and various aspects of modern merchandising.

There is considerable justification for this baker's complaint. We have often wondered why almost every convention has to be concluded by an "inspirational" speaker who talks about everything except baking. We have reported many conventions where some outside speaker took up virtually half of one entire business session.

Association officials are apparently becoming aware of this feeling among their members since programs are being directed more and more definitely to the baker's needs. This is exemplified by the increasing use of panel discussions wherein bakers themselves make up the majority of the panel. This is a trend in the right direction, and it will materially enhance the value of bakers' conventions.

ADVERTISING TAX PROPOSAL UNSOUND:

A proposed tax of 20-25% on advertising is being considered in Congress. The excuse given is that such a tax would tend to halt inflation. So far, no prominent members of Congress have endorsed the proposal, but the fact that the suggestion has been made must be taken seriously.

Coming at this time, such a tax would be a hard blow to the baking industry. Bakery goods are a vital part of the American diet. Their nutrition value and economy should be explained constantly to consumers, and advertising is the best means of doing this. To put a further burden on advertising costs would be unfair to consumers, who need the information they obtain from advertising, as well as to the baking industry.

Obviously the suggestion of selecting advertising as the focal point in increasing sales costs, which is what it would amount to, is simply another socialistic theory, of which so many have come out of Washington in recent years. Any effort that is made to help consumers and to

Methods That Sell to Women . . .

"Home Made" Baked Goods Build Business

• By Dorothy Glenn



HAVE you noticed? There's a definite trend to old fashioned recipes and foods. Consumers seem to have fond memories for Grandmother's breads and cookies; Mother's pies and cakes. Mrs. Home-maker is seeking the home-made flavor and appearance in all the foods she buys.

Bakers should make every effort to be entirely familiar with the characteristics of "the home-made" product. For example, one baker has developed a loaf of bread with all the familiar flavor and appearance of the whole wheat bread made in the farm kitchen 50 years ago—whole wheat, sugar, shortening and yeast. Another has developed a loaf of white bread much like Mother used to make . . . rich with butter and milk, but a firm, small pound loaf. Good sales have been noted on both these loaves.

One retail bakeshop makes cakes

with nothing but butter, rich milk, the finest white flour. Their frostings and fillings often have a whipped cream base. These cakes have the flavor, texture and keeping quality of the very best blue ribbon cakes found in any home baking contest. Sales are excellent.

Then, there's the small shop specializing in cookies . . . so nearly like home-made that most people do not know they are commercial cookies. Fine ingredients and a great deal of hand work go into the making of these cookies. Yet, sales are so good that the shop cannot keep up with the demand.

Special attention to ingredients, to methods . . . often preparation in small batches, hand work and meticulous attention to detail yields these superior bakeshop products that are more nearly like home-made. We've

(Continued on page 52)

(Continued on page 56)

The Progress of the Baking Industry

MY subject is "The Progress of the Baking Industry"—yet, I want to talk about something far more important than the baking industry or any other industry, and that is the system that has made such progress possible.

I want to talk about the system of private enterprise that has worked such great wonders for all of us as a nation and is being seriously threatened today.

The Present Day Giant Has Thrived Under the American System of Free Enterprise

By C. Stuart Broeman, American Bakeries Co.

In bringing you a brief history of opened in many other industries and the baking industry and our company

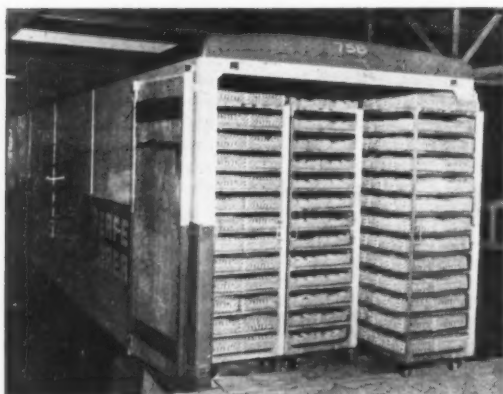
it is for pointing up what has happened for the common good of all, inventors, workers and consumers.

RACK-TYPE PALLETS

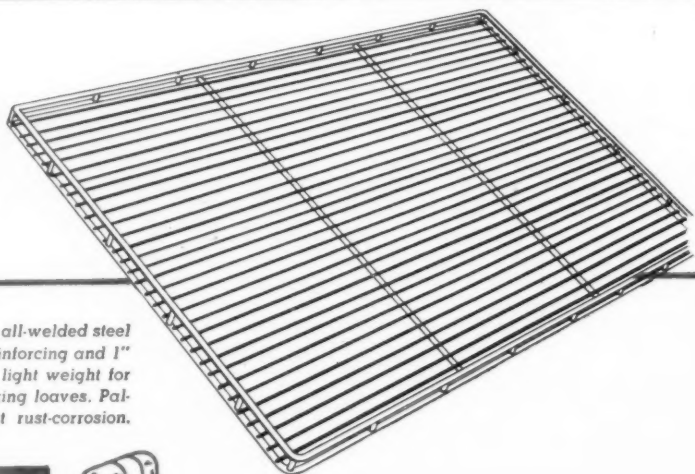
Truck-Type Rack Pallets are built of resilient all-welded steel wire, with strong protective edge. Double reinforcing and 1" mesh gives rugged strength combined with light weight for easy handling. Narrow mesh prevents marking loaves. Pallets are full galvanized plated to prevent rust-corrosion.



Rack-Type Pallets may be loaded directly at WENDWAY Conveyor System from Wrapping Machine and quickly transferred to route trucks.



Semi-Trailer used on relay routes is loaded to full capacity with pallet racks, simplifying loading, transporting and handling at transfer points.



Faster—Easier—Cleaner—Safer Bread Handling for Truck Delivery, Transport Rack Loading, or Rack Storage

The USP Rack-Type Pallet of many uses.

Individual shelf pallets fit slides or frames in the truck for easier, faster truck loading and delivery. They utilize maximum truck capacity.

Entire racks of bread, loaded on USP Rack-Type Pallets, roll easily into truck or transport for full load capacity and safe, convenient handling. They offer greatest convenience at relay stations, for storage, or transfer to route trucks.

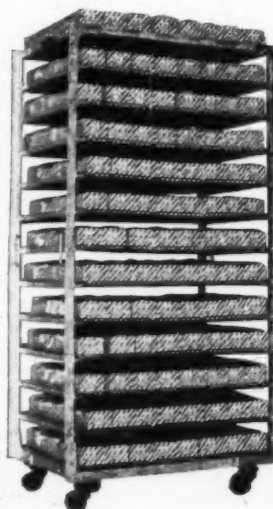
Empty Pallets are quickly replaced in racks or trucks, riding securely for return to plant.

Modernize your delivery system, increase capacity, reduce cripples and speed handling of bread with Rack-Type Pallets.

Available in practical sizes to fit your load requirements and type or size of truck bodies. Confer with USP Bakery Engineer on the Rack-Type Pallet System to give you greatest economy and efficiency.



Pallet rack completely loaded with fresh wrapped bread is conveniently handled, stored, rolled into truck for safe transport and delivery. Single pallets are easily removed for unloading, or replaced with empties.



The history of the baking industry is an ever-interesting subject. At the Metropolitan Museum of Art in New York City, a basket can be found containing the oldest bread in the world. The bread is well preserved. One loaf has a hard glossy crust and seems to be of fermented type; another resembles fruit cake. Undoubtedly the oldest form of prepared food is bread. "Give us this day our daily bread," is the only material reference made in the Lord's Prayer.

In Rome where baking was first a family function, public bakers came into existence about the year 170 B.C. The first historical reference we have of a guild of master bakers is under the reign of Emperor Trajan in A.D. 100. In no other part of the world during those times were public bakers, known today as "commercial bakers," heard of until the reign of Charlemagne.

Two Bakers Guilds

As far back as the year 1155 an organization was formed in London calling itself "the Worshipful Com-

EDITOR'S NOTE: The accompanying article is the essential text of an address given by Mr. Broeman before the Rocky Mount, N.C., Chamber of Commerce. Mr. Broeman credits the competitive aspect of the free enterprise system with promoting the growth of such industries as that of baking, but warns that the system is under attack from inside the nation as well as from the outside.

pany of Bakers." It is still in existence as a bakers' guild. For a time, in fact, there were two bakers' guilds—brown bread bakers and white bread bakers. The refined wheat flour was used by the white bread bakers who catered to nobility and the wealthy classes. They considered themselves of superior caste to the brown bread bakers who baked for the masses.

When we consider what a great part bread has played as a food from the early days is it any wonder that today one of our most important industries is that known commercially as the baking industry? Even though there is evidence of public bakers before the birth of Christ, prior to 1850 practically all of the baking in the U.S. was done by the housewife. Under the system of American free enterprise, today commercial baking in the U.S. is a large and important industry. Baking ranks second in the food industry being surpassed only by meat packing in annual value of products.

A generation ago, bread making was merely an art, but today it is both an art and a science. A modern large bakery is more than a mere workshop. It is a spotlessly clean industrial kitchen, equipped with huge machinery and operated with laboratory precision by experts who must be technicians, as well as craftsmen.

There are many types of equipment, some of which are huge affairs, through which the bread is processed. For example, the oven at our Rocky Mount plant bakes 4,600 loaves an hour. To make one loaf of bread, counting time from mixing of dough to wrapping the finished product, it takes from eight to nine hours.

The never-relaxing workings of competition have resulted in con-



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DESIGNS FOR ALL OCCASIONS
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Now you can move your own brand of packaged cakes like never before. Save at least 25% thanks to new economical and colorful BAKE-IN GIFT CANS. NO FUSS—NO MESS—NO PANS TO BUY OR TO CLEAN!

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Pletcher & Pollack BAKE-IN GIFT CANS are praised throughout the industry. Sensational eye-appeal makes customers come back again and again. With prices of materials and labor on the rise—here's a wonderful opportunity to save while actually increasing your sales. Mail Coupon TODAY for brochure and price list.

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BAKE-IN GIFT CAN, Dept. 178
126 East 44th St.,
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ADDRESS _____

CITY _____

STATE _____

MAIL COUPON NOW FOR BROCHURE AND PRICE LISTS!

stantly improved quality and value to induce the housewife to use bakery products. Approximately 14 billion loaves of bakers' bread are now consumed annually in the U.S. If placed end-to-end, these loaves would go around the world at the equator some 75 times, forming a golden brown highway, about 40 ft. in width.

The first official figures available on the baking industry are for 1899. In that year 60,000 employees were paid \$128 million to produce \$175 million worth of baked goods. Today, approximately 350,000 employees are paid more than a billion dollars annually by an industry producing over \$4 billion worth of baked goods.

I realize that figures are dry to listen to but get the significance of these: In that one half century, 1899 to present, 6 times the number of employees produced 23 times the value of goods, and were paid more than 40 times the wages of 50 years earlier. Such figures belie the arguments that the machine age is taking something from the working man.

The industry is represented by a national association, known as the American Bakers Assn., which was organized at the turn of the century. This association serves as a coordinator of all baking groups. There are also regional, state and local groups, most of which are affiliated with the American Bakers Assn.

The American Bakers Assn. acts as counselor on all federal governmental problems affecting our industry. Under the sponsorship of this association, the American Institute of Baking was founded in 1919, and in October of last year it dedicated its new and fully equipped building which cost slightly more than a million dollars. The institute operates service and research laboratories, the Louis Livingston Library of Baking, consumer service department, the department of bakery sanitation and safety, and the School of Baking.

Throughout the years the leaders of our industry have felt the need of additional educational facilities to supplement the School of Baking,

**THIS MAN WEAVES HIS
OWN "BISCUITS"**

SAGINAW, MICH.—A "biscuit" seller here recently caused a minor crisis, resolved only after the police appeared. A disturbed housewife called the police, informing them that a man was going around with an empty basket and asking people if they wanted to buy a biscuit. The man is crazy, declared the housewife. He didn't have any biscuits. When the police arrived, the man said, in broken English, that he certainly did have biscuits. In fact, he wove them himself. Police took the man to the city hall to buy a peddler's license for baskets.

wherein potential manpower could be specifically trained for bakery management, sales and production.

On behalf of its industry the Southern Bakers Assn. studied the needs of the industry and the type of college training required for a well-rounded bakery executive who would upon completion of his course, with a minimum of additional training from his employer, and his indoctrination of the company's policies, be qualified to assume an executive position.

SBA University Fund

To this end the Southern Bakers Assn. University Fund was established, with funds being furnished by bakers and allied associates, to provide scholarships for a four-year course at the Florida State University at Tallahassee. Members of the baking industry in the state of North Carolina have made generous contributions to this fund.

This is the only baking school in the U.S. that offers a full four-year college course in baking where students can obtain college degrees upon graduation, and it is open to all students. This course was inaugurated at the beginning of the February, 1951, semester.

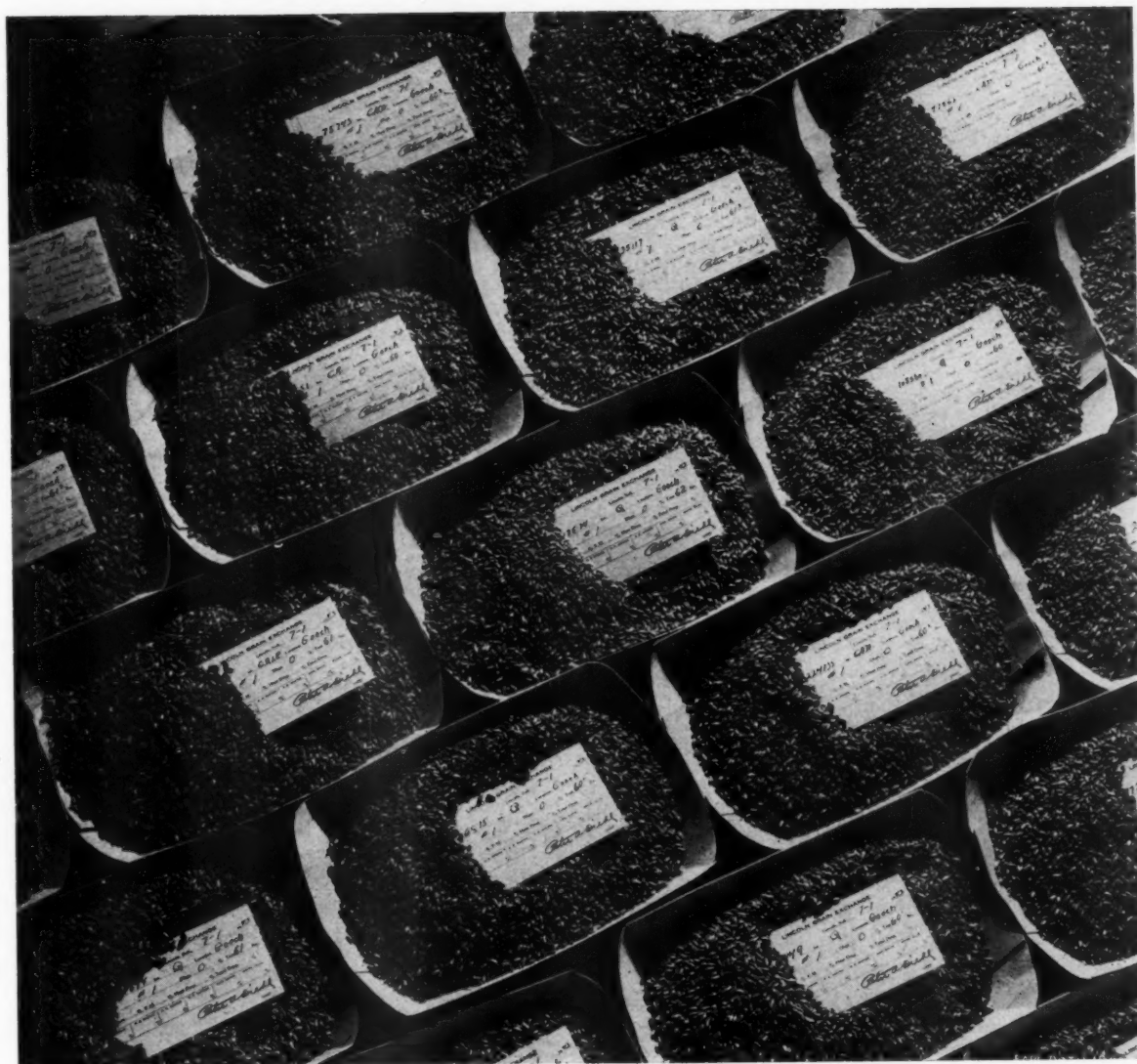
The history of American industry is a very interesting story. I would like to bring out a few points, using our company as the typical example, which it is, of what happens under the American system of competitive enterprise.

In 1901, a small group of men opened a bakery in Birmingham, Ala., which, together with subsequent additions, was later called the American Bakeries Co. In this meager beginning, there were less than a dozen individuals who owned the enterprise. Today, this enterprise has grown to the point where there are 20 bakeries serving the Southeast.

Does the growth of this company indicate a concentration of wealth in a few hands? No. While in the beginning there was one bakery with less than a dozen shareholders, now with 20 bakeries, there are more than 2,400 shareholders, with a goodly portion in North Carolina.

During that same period, 1901, to the present, the number of employees has grown from less than 100 to more than 3,400. Wages paid have increased tremendously, hours worked by employees have been shortened, better working conditions, paid holidays and vacations, as well as other

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Not until our own laboratory has sampled, tested and passed on it as being in keeping with the Gooch standard of quality, will it be used in making.

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Daily Capacity 5,000 Cwts.

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social gains, have been provided to employees. Not because of a charitable attitude on our part, but because of a competitive and economic situation, these things were necessary in order to attract and hold the kind of employees necessary to make our business function profitably. Likewise, we have extended rates, working conditions and other benefits to our employees, making it competitively essential that other bakeries and other industries in the area improve wages, working conditions and other benefits to their employees for the same reason.

Merita operates a fleet of 1,200 trucks covering almost every city, hamlet and country road in the southeastern states. Our company maintains the only laboratory in the baking industry in the South. We buy only ingredients that meet our standard. These things are done more surely because of competition, because we want to win consumer favor by giving higher quality and better value.

Our policy is to employ only those persons of unquestionable character, integrity and honesty, with a high standing in their communities, and an educational background which

will fit him for the position he is to fill.

As an example of our policies of building an organization from the ranks, may I cite the years of service which some of our group present have given this company. Seven of our officers and key executives here tonight have given in the aggregate 203 years of service to our company. This is an average of 29 years, and I am happy to say we consider ourselves comparatively young in age.

Any time a firm does not get ideas coming up from the bottom and all ideas are supposed to emanate from

the top, then that firm is headed for trouble.

This policy of filling the higher positions from the ranks is considered good business for two reasons. First, it permits an intimate knowledge of the capabilities, qualifications and loyalties of the individual under consideration for a higher position that would be impossible to have of an outsider. Second, and by no means of less importance, it gives inspiration and incentive to others in the organization to give their best in competing for jobs known to be available to those who qualify themselves.

Let's examine more closely this system which has permitted or rather, I should say, caused this kind of growth in industry—the system of competitive enterprise. We are indebted to competition, more than anything else, for most of the economic advantages we enjoy.

Freedom of enterprise is the freedom to undertake affairs in the hope of gain and at the risk of loss, with due regard to the public interest but without undue interference by government. Freedom of enterprise does not reject the idea of government regulation where such regulation is really in the public interest, but it does wholly reject the idea of government control or government ownership in fields where business has been doing and can do the job.

Incentive to Improve

Our system of competitive enterprise is essentially a system of free enterprise. Under it there must be great incentive to improve products and services. Only free men can compete energetically with each other.

What is the alternative to a system of free or competitive enterprise? We all know what it is, if we stop to think. The alternative is state-ownership or a planned economy, either of which is all too close to the kind of Fascism that threatened the world from Nazi Germany and the kind of Communism that threatens the world from the Soviet today.

Our free, competitive system has evolved in a more or less hit and miss manner. There have been abuses, but the process of evolution has also brought correction of the abuses. The result of the system, over the years, has been a constantly rising standard of living for the American people—the highest standard of living in the world. How did all this come about?

Today, we use about 29 times as much power as we did a century ago. In the early days men and animals did most of the work, though there were machines propelled by wind and water power. Real industrial expansion came after the invention of the steam engine. Later came those significant steps, the development of machines run by electricity, gasoline and fuel oil. As late as 1900, half the work of America was performed by men and animals. Today, as we look forward to the peaceful use of atomic power, hoping to avert its awful use in war, power driven machines have taken over more than 90% of the nation's work.

Stimulus to Invention

Modern capitalism depends on mechanization and mechanization depends on capital. One attendant can now watch over several machines that do the work formerly done by scores of men. The eagerness of private capital to perfect equipment for its plants has given increasing stimulus to invention. Could the same thing happen in a Socialist state? Not likely. There, political pressure, arising from an unfounded fear of unemployment, would prevent the

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● TO MILLS

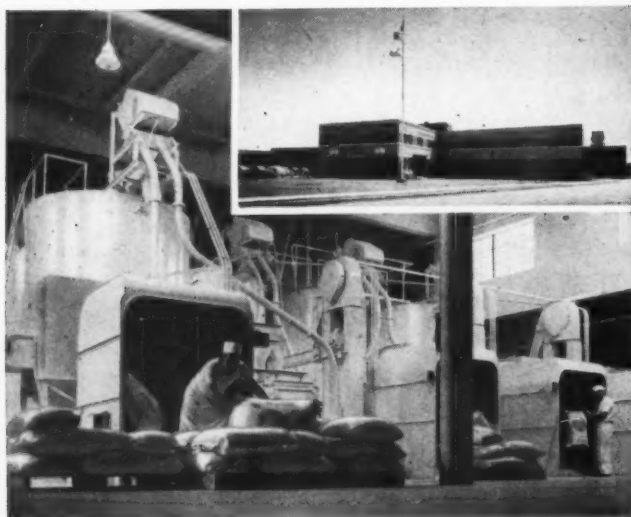
ECONOMY

● TO BAKERIES

GOOD WILL

● TO HOUSEWIVES

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"I am sure that if the bakers of this country will follow your suggestions, they will not find the use of new cotton bags an expensive item."

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"...one of the country's newest and most sanitary bakeries receiving flour in sanitary new cotton sheeting bags."

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"Your interest in the featuring of one-trip (cotton) bags for the use of bakers is to be commended."

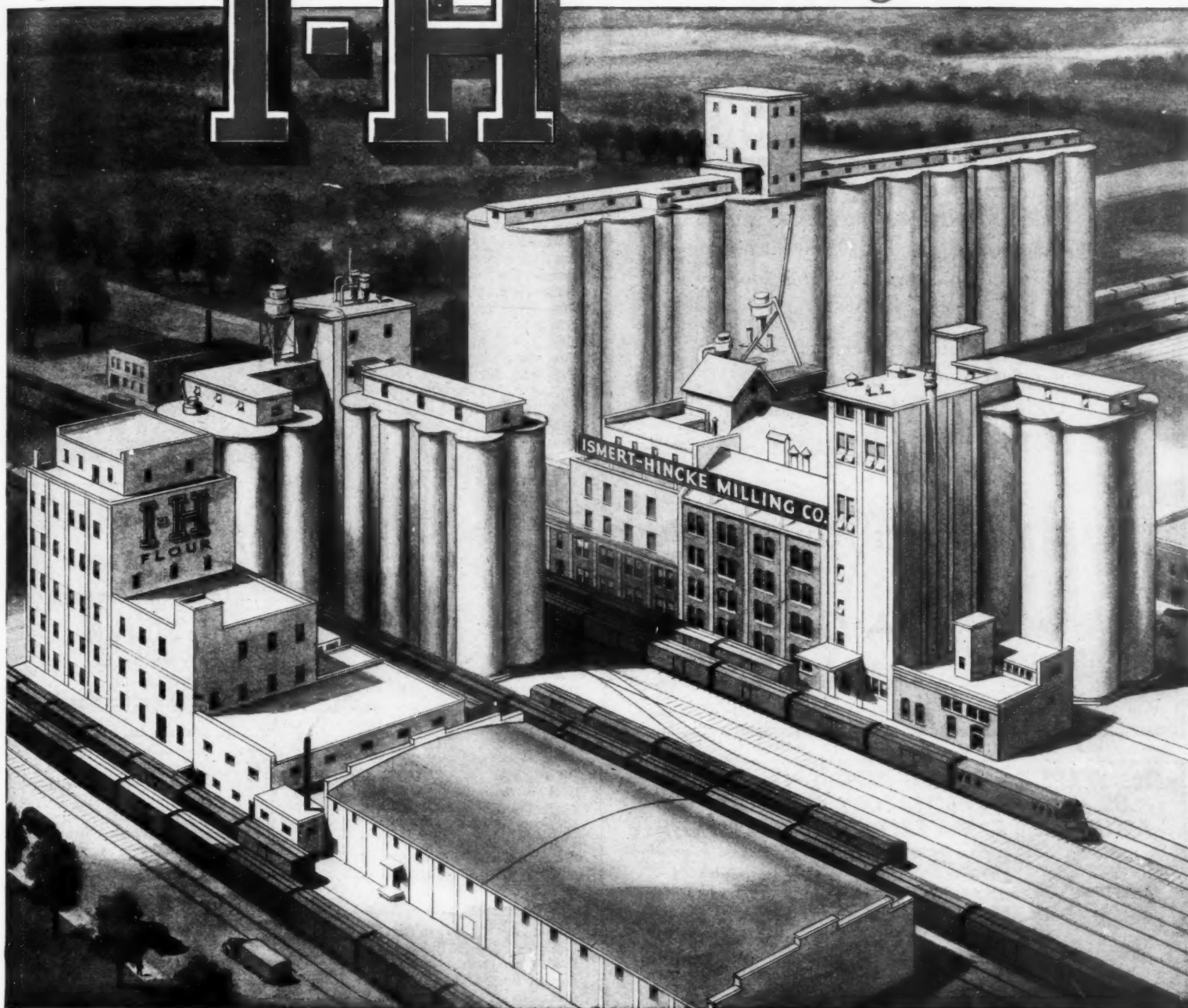
—MASSACHUSETTS

"I think that your poster, 'Best Ways to Store and Handle Flour' (with cotton bags) should reach all the Vermont Bakeries."

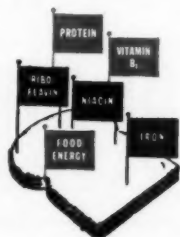
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state from pushing technical progress to the utmost. Also, the all-important incentive of reward would not be present, and further, in the totalitarian state, while you might expect technical progress in some directions aimed at war-making and territorial expansion, you certainly could not expect the well-rounded progress that we have in America benefiting everyone.

Our free, competitive system is just as important, just as vital to the workers as it is to the owners and managers of American industry and business. There are several respects in which this is so. Let's examine a few of them.

Freedom means diversity. Lack of freedom means standardization, and standardization, when it becomes permanent, is stagnation. When stagnation sets in, business and industry cease to grow. The development of new and improved products stops. The stimulus to establish new industries and new businesses, is no longer there. When a nation's economy becomes choked, a limit is set on the employment opportunities of its people. Few new jobs are created. Per capita income becomes fixed, or begins to move backward. The standard of living of the workers begins to fall.

Restrictions on the freedom of enterprise sooner or later result in restrictions on the individual in his choice of employment. A controlled economy simply cannot tolerate the personal freedom of the workers. It cannot permit them to leave their jobs at will to seek other employment.

I have already pointed out how the gains in the productivity of our workers have greatly increased their earnings while reducing their hours of work. Greater productivity at the same time has reduced the prices of the products of industry, so that more necessities and more luxuries have been available to American workers than to any other people on earth. Competition among members of a free economy makes for better goods and lower costs for the consuming public.

System Under Attack

This system of ours is under attack by forces directed from outside our country, but far more dangerous is the attack from within. I refer to the damage done to our system by politicians who offer us something for nothing in exchange for our votes.

There are ever-growing efforts on the part of some of the country's union leaders with the support of the same type of thinking of many in our federal government for cradle-to-grave security. Such efforts, of course, place a premium on mediocrity and penalize personal initiative.

An important part of business today is industrial relations, which includes but goes far beyond the usual problems of personnel relations. It is concerned with everything that influences the employee's attitude toward his employer. Its purpose is to make the workers satisfied in their jobs, and by that I don't mean any paternalistic or patronizing attitude. I mean plain common sense and what is called an enlightened self-interest. The end purpose of personnel relations is to furnish the company with efficient and productive workers so that it can win out in the unending competition of the market place.

What makes a good employee? Natural intelligence, of course and aptitude for his particular job, plus good morale. The last named quality, morale, involves such factors as the

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Milled Under Laboratory Control
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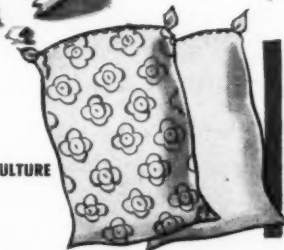


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employee's satisfaction in his job, the incentives held open to him to do good work, his personal health and the right kind of supervision. Insurance plans give workers a sense of greater security, and protection in times of emergency. Safety programs reduce the injuries that result in losses to both employees and employers. Careful training of supervisors removes causes of friction between workers and management. Opportunities for advancement draw out the best efforts of the employees.

More important than any other single thing in personnel relations is the constant recognition by management of each individual's personal

dignity in his work. It is wise policy to keep employees informed of the general facts about a company's business activities and policies. They should be made to feel that they are not mere hirelings doing common chores, but that each worker is a part of the business. They should be made to see that the opportunity of each one of them for future economic advancement is bound up in the company's future.

That is a very cursory discussion of public and personnel relations, but all that time allows. I did not want to omit those topics completely because they are most pertinent to my theme. Public relations and person-

nel relations, year by year, are becoming increasingly important in the American system of competitive enterprise.

There is hardly a part of our life not affected by competition. Young men compete for the hand of the girl of their choice and consequently are better for it. Communities compete with each other in attracting commercial, industrial and agricultural developments.

Here is a concrete example of how your community enters into the field of competition. When the subject of expansion came before our board of directors, the territories of the eight southeastern states were studied

BAKERY OPEN HOUSE ATTRACTS 4,000

Open house drew 4,000 to the new Marcel Pastry Shop, but Marcel Behr did more than welcome them. He had his guests register, including their birthdates. Direct mail campaign is used to follow up these names. Soft music is one feature of the new shop. A huge plate glass divides the sales room from the bakery, allowing customers to see these bakery goods in the making.

closely to determine where the greatest potentialities existed. After months of study, eastern North Carolina and more specifically Rocky Mount was chosen. Principal considerations leading to this decision included geographical assets, its importance in agriculture, commerce and industry. A fine network of highways, splendid railroad facilities and a community spirit that indicates a perpetuation of American ideas.

Knowing the important part the chamber plays in an aggressive community, our representatives approached the officials of the Rocky Mount Chamber of Commerce and laid our company's objective before them. Your energetic officers, Mr. Pearsall and Mr. Dozier, gave outstanding assistance to us in locating a suitable site. They were helpful in getting a railroad siding and having the water system expanded to satisfy our requirements. Your chamber provided us with a survey of available manpower and housing facilities.

As a result, our company has invested more than a million dollars in this plant, which will furnish employment for approximately 200 persons, with an estimated beginning annual payroll of one half million dollars. It is to such a community, whose public spirited citizens take time from their own businesses to work for the common good, that new business seeks its way. Such a community will prosper under our American way of life, and our free enterprise system will give to each citizen more of the better things of life, thereby strengthening our nation.

You have every requirement for a happy well-rounded family life, and for industrial and commercial growth in your community and your section of North Carolina. Probably the best time for a chamber of commerce to guard against a mistake, is right after succeeding in getting a new business established in the community.

After working hard for a long time toward getting a business it would be so easy to relax in complacency over a job well done. A mere building that does not house a progressive business could be the beginning of a ghost town. A business is no more successful than the area which it serves.

You as a chamber should work just as diligently toward the success of a business as toward bringing it to your community, assuring steady payrolls that will keep your cash registers ringing and, most of all, set an example that will speak far louder than words in helping to attract still other industries.

There is no greater force working for good than competition when left to work freely. With our great heritage safeguarded by the more responsible groups of citizens, exemplified in the chambers of commerce, we may look forward to an age of atomic power and calmly wait for new wonders which are bound to come under the American system of competitive enterprise.

A RECOGNIZED MARK OF EXCELLENCE FOR MORE THAN 70 YEARS



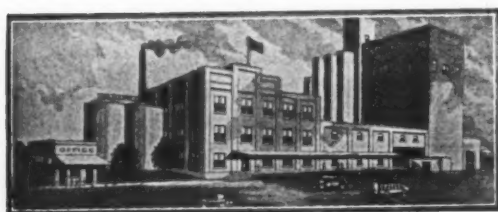
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

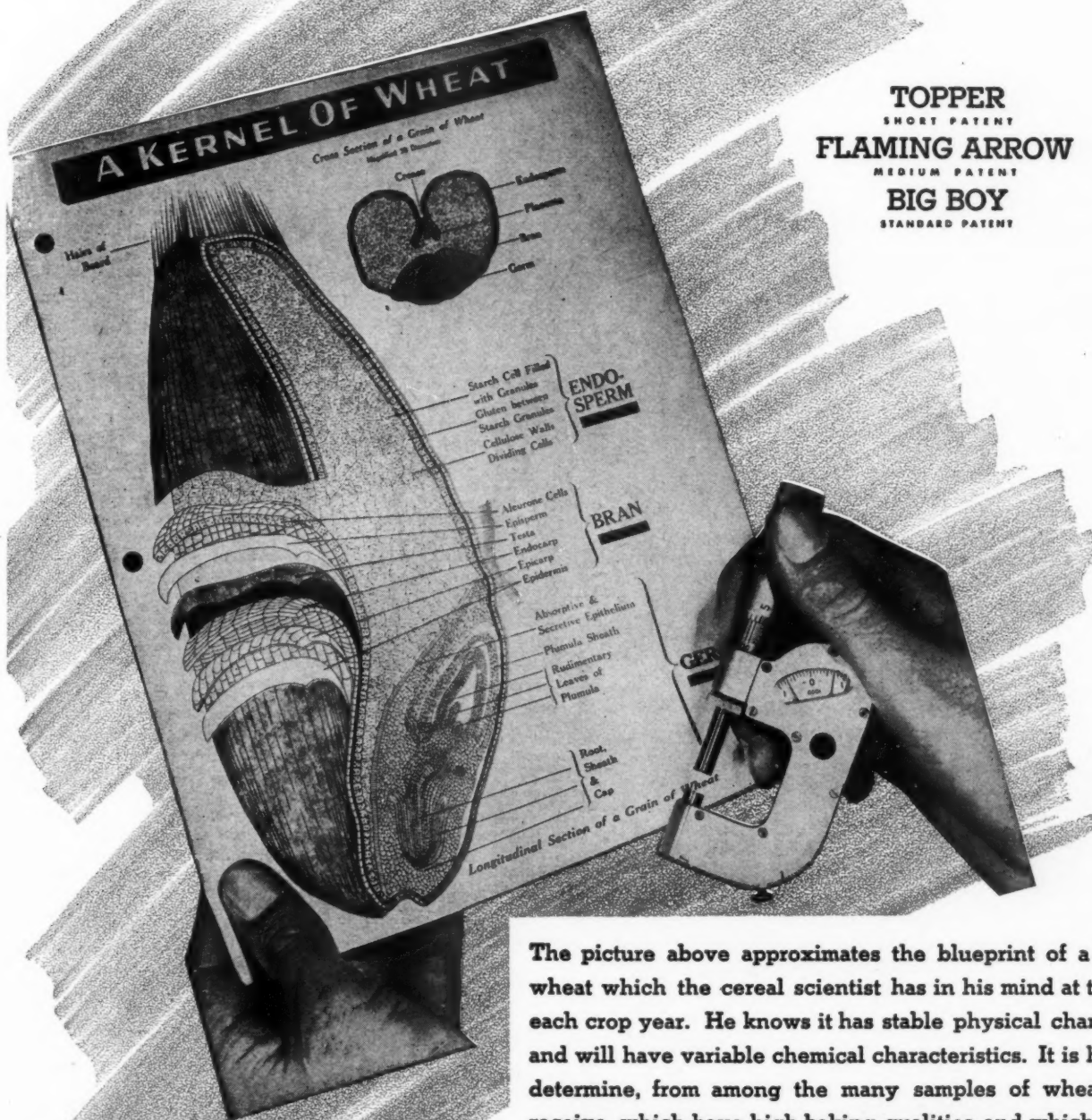
FOR more than 70 years the HUNTER mills have produced flours of exceptionally good quality. And this long record of commercial life is firmly founded on serving the customer's needs with the best in baking performance. Try HUNTER flours next time.

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

MOORE-LOWRY FLOURS ARE "Precision Flours"



The picture above approximates the blueprint of a kernel of wheat which the cereal scientist has in his mind at the start of each crop year. He knows it has stable physical characteristics and will have variable chemical characteristics. It is his duty to determine, from among the many samples of wheat he will receive, which have high baking qualities and which have not. How well he is able to make this determination depends not alone upon the laboratory facilities at his disposal, but upon his skill and experience. We take pride in a staff that has both and in a laboratory that is complete in every phase. We know with certainty that only wheat which meets a rigid test for baking quality can ever reach the mill stream.

THE MOORE-LOWRY FLOUR MILLS COMPANY

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OFFICES: KANSAS CITY 6, MO.

DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 54 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. When making cream puffs, their appearance will be improved by letting them stand on the rack for several hours before placing them into the oven.
2. Giving bread intermediate proof by running it on a conveyor through the fermentation room will produce satisfactory results.
3. The spread of cookies may be increased by replacing some granulated sugar with powdered sugar.
4. Both powdered skim milk and whole milk powder may be stored for the same length of time.
5. Soft wheat flour is quite often used with hard wheat flour in Danish pastry in order to increase the absorption.
6. When making a 1 bbl. straight dough, the proper length of the trough should be 4 ft.
7. Some bakers, when making hand cut cookies, allow their dough to rest for about 6 or 8 hr. in order to be able to roll it out easier.
8. When it is desirable to change a

cake formula using butter to one using shortening, each pound of butter should be replaced by 13 oz. shortening, 2½ oz. milk and ½ oz. salt.

9. It is not necessary to use moisture-retaining agents in the modern high sugar-moisture cakes.

10. On a Reaumer thermometer the freezing point is 0° and the boiling point is 100° the same as on a Centigrade thermometer.

11. In order to make a tender pie crust, with the use of a minimum amount of shortening, hard wheat flour should be used.

12. The eggs, sugar and salt used in making sponge cakes are heated to about 110-120° F. in order to obtain a greater volume in the baked cakes.

13. Water that is quite heavily chlorinated during the summer months retards the fermentation of yeast raised doughs.

14. It is not possible to mix almond macaroons by machine as it turns the mix oily and the finished macaroons have a very poor appearance.

15. When stale crumbs are used in cakes or cookies, they will cause these products to mold faster.

16. The filling in custard pies will turn watery if the pies are over-baked.

17. In a well controlled shop, the divider loss is usually held down to ¼% or less.

18. Whipping cream should be beaten at high speed in order to obtain the best results.

19. To decrease the tendency for streusel coffee cakes to be hollow or low in the center after they are baked, they should be made out of a softer dough.

20. On an average, 20% sugar is obtained from sugar beets.

—BREAD IS THE STAFF OF LIFE—

California College Conducting Tests With Milk Solids

SACRAMENTO—Experiments are being conducted at the California College of Agriculture near here to discover ways of increasing the absorption value of milk solids. It has been found in college tests that the Micro-Mixograph can be used to determine the absorption characteristics of nonfat dry milk solids for use in bread manufacture.

The ability of nonfat dry milk solids to take up water and hold it without causing a sticky dough is one of the properties of importance to a baker in using milk solids in bread. A test wherein a dough containing two parts of flour to one part of nonfat dry milk solids is mixed in a Micro-Mixograph has been developed at the college division of dairy industry to show the water absorption capacity of milk solids.

The mixing characteristics of the dough are recorded on a chart which can be interpreted in terms of water-absorbing capacity of the milk solids.

Studies also are under way to discover the mode of action of milk solids as they affect the baking qualities of bread. The experiments indicate that when milk solids have had the proper heat treatment previous to drying—180°-185° F. for 20 to 30 minutes—they enter into a structural combination with the flour proteins. When the proper heat treatment has not been applied the milk proteins do not become an integral part of the structure but can easily be separated from other dough constituents, the experiments indicate.



"YOU CAN REALLY TASTE
.....THE GOODNESS!"*

Everyone likes bread baked with milk—and it's deliciously rich and satisfying when you use BOWMAN BOWCREST* nonfat dry milk solids. Specially processed—and PRECONDITIONED—BOWMAN BOWCREST* gives controlled baking results—full volume, fine silky texture, golden brown crust. All add up to fullest enjoyment of your bread. Its high quality, purity and uniformity make it the ideal way to add that essential ingredient—MILK—to your bread.



*BOWMAN BOWCREST nonfat dry milk solids, PRECONDITIONED with not more than 1.25% specially treated cereal flour

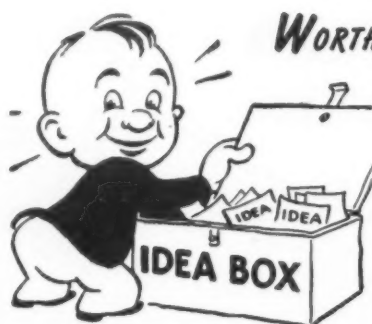
BOWMAN DAIRY COMPANY
140 WEST ONTARIO STREET • CHICAGO 10, ILLINOIS

Marking the
Fiftieth Year
of Milling
Golden Loaf
FLOUR

PURE SPRING WHEAT PATENT FOR BAKERS



TENNANT & HOYT COMPANY
LAKE CITY, MINNESOTA



WORTH LOOKING INTO . . .

NEW PRODUCTS
NEW SERVICES
NEW LITERATURE

A reader service feature announcing the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Further information on any of the items discussed in this department may be obtained by writing the Reader Service Department of:

The American Baker
 118 So. 6th St. Minneapolis, Minn.

No. 3157—Flow Diverter

A flow diverter has been developed by the Rapids-Standard Co., Inc., which states that the product can be connected at any point on a permanent line of "Rapid-Wheel" gravity conveyor to move cartons in and out of storage bays without manual handling. Temporary spur lines can be set up on either side of a main conveyor line with the attachment.

The flow diverter kit is made up of a connecting yoke fastened to a three foot section of aluminum "Rapid-Wheel" and a slotted aluminum diverter plate which has conveyor wheels projecting slightly above the surface. An adjustable curved aluminum guard rail also is included.

The product can be used with 18-in. width "Rapid-Wheel" or aluminum wheel gravity conveyor that has either 16 or 18 wheels to the foot.

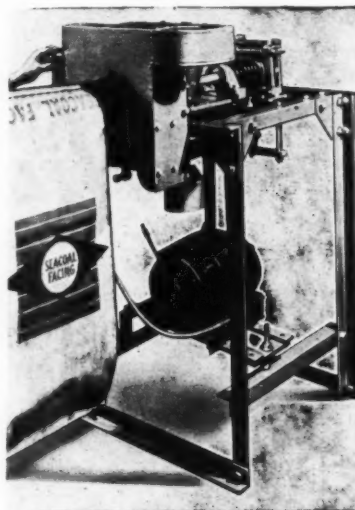
No. 2243—Valve Bag Packer

The Black Products Co. has made available a valve bag packer which it describes as low cost, accurate, fast, easy to operate and automatically controlled. The packer has an over-all height of 51 in., width of 24 in., length of 45 in. and a shipping weight of about 750 lb.

With the "Black Diamond" valve bag packer, the manufacturer says, the operator places the valve bag on the filling tube and presses the starter button. When the predetermined weight is reached, the downward pressure of the filling tube operates a micro switch which cuts the electrical current to the motor, releasing a solenoid brake which immediately stops the flow of material into the bag. The bag weighing tube is independent of the

material conveying tube housing, and the position of the bag on the filling tube does not affect the final bagged weight, according to the firm.

Other advantages claimed for the packer by the manufacturers are that it is clean, with a dust control



housing surrounding the filling tube; that it is electrically operated by means of an enclosed motor with dust tight fittings throughout; that it is trouble free and of sturdy construction; that, when recommended by the firm, the machine is backed with a guarantee.

No. 3143—Conveyor

A conveyor adapted to packaging operations or where small, light materials are to be conveyed has been introduced by the Klaas Machine & Manufacturing Co. The conveyor can be placed at the dispensing end of a packaging machine, transporting the packages to the place where the boxing operation is performed.

The conveyor belt is of woven fabric, easy to maintain and the lugs are of washable canvas, the firm states. A ¼ h.p. motor is the driving means. The conveyor is of flexible design and the framework of light structural steel. The speed of the conveyor can be adjusted by changing sprockets on motor. Variable speed drive can be incorporated, if desired.

No. 3144—Book on Vienna Bread

A book on Vienna breads, written by Victor F. A. Richter, has been published by MacLaren & Sons, Ltd. The publisher states that the book is full of details and clear instructions for the making of all kinds of Vienna, French and continental fancy breads, rolls, fermented pastries and other specialties.

"In this comprehensive work the author, acknowledged to be one of the leading experts in the world in the production of Viennese goods, gives the knowledge acquired from more than 50 years of practical experience," the publisher says.

No. 3146—Vanilla Test Report

The Aromanilla Co., Inc., announces that the complete report on vanilla flavoring tests using the latest scientific methods, organoleptic profiles, is now available. It gives step by step accounts of the tests conducted by a well-known New York research organization in evalu-



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Chicago's personality hotel... now brilliantly restyled

- Make the Sherman your hotel in Chicago:
- New rooms, dramatically designed.
- Fascinating restaurants, including the beautiful new College Inn Porterhouse, famous Well of the Sea.
- Handy-to-everything location.
- Garage in hotel.

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 Randolph and Clark Streets
CHICAGO

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 Pat Hoy, V.P. and Gen'l Mgr.



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 Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.

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The Williams Bros. Co.

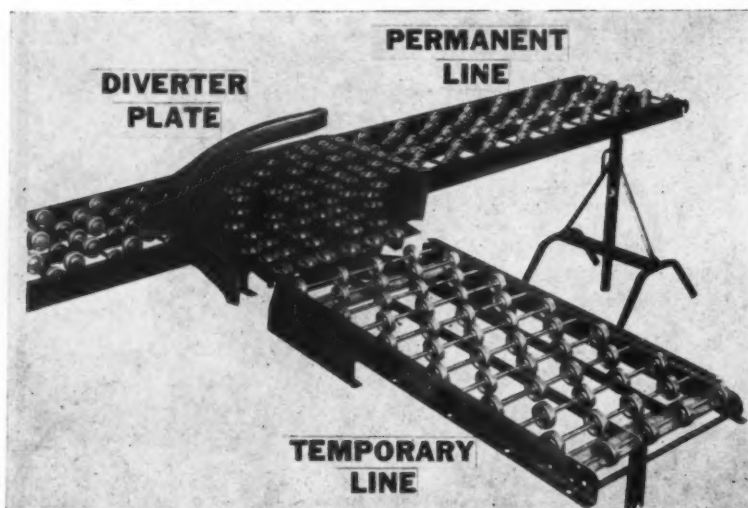
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 All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

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High Protein Flour
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The American Baker

118 South Sixth St., Minneapolis 2, Minn.

Please send me information on the following items (circle numbers)

No. 2243—Valve Bag Packer No. 3156—Book About Pie
 No. 3142—Top Labeler No. 3157—Flow Diverter
 No. 3143—Conveyor No. 3161—Stripper Tester Kit
 No. 3144—Book on Vienna Bread No. 3162—Floor Hardener
 No. 3146—Vanilla Test Report No. 3164—Bread Baking Primer

NAME

COMPANY

ADDRESS

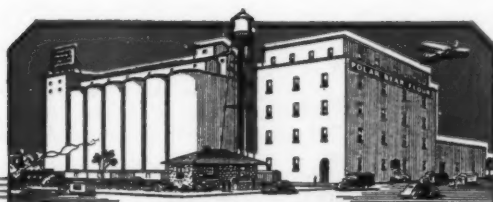


FLOUR IS KING



Some of our customers tell us that they feel that they would be "lost" with any flour but POLAR BEAR. This superb flour is so uniform, so dependable in its fine baking qualities that there is no element of risk in baking it. If you do not have this kind of confidence in the flour you are using, better switch to reliable POLAR BEAR.

Founded by
Andrew J. Hunt
1899



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President

The **NEW ERA MILLING COMPANY**
ARKANSAS CITY, KANSAS

IMPERIAL

HERE in the heart of the wheat belt we get to know our neighbors very well. They are the people we depend on for top quality wheats and they never disappoint us.

For example, there's Dave Robertson. Back in 1871, as a young man, Dave made a deal to farm a quarter section of a neighbor's land and that agreement stands today. For each of those 60 years, Dave has raised excellent wheat on the land and delivered it to the Walnut Creek Milling Co. This year, at the age of 83, over the protests of his family, he insisted on cutting his share of the wheat and operated the combine until he harvested 1,000 bu. that day.

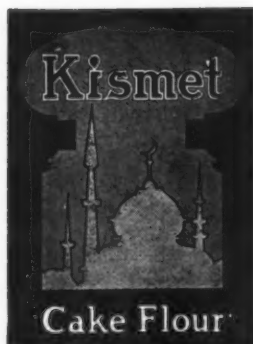
There are many of Dave's kind of folks behind the faithful and reliable quality of Walnut Creek flours. That's why we know our wheats so well and why the baker can always rely on these famous brands.



The
WALNUT CREEK
MILLING CO. • GREAT BEND, KANSAS

T. H. SHERWOOD, Vice President and General Manager

FOR BAKERS



Standard of Quality

NOBLESVILLE MILLING COMPANY
INDIANAPOLIS 9, INDIANA

Specialists in the milling of

FINE BAKERY FLOUR

- Hard Spring Wheat
- Hard Winter Wheat
- 100% Whole Wheat
- Cake Flours
- Pastry Flours

to fit every formula

RUSSELL-MILLER MILLING CO.
MINNEAPOLIS 1, MINN.

Millers of Occident, American Beauty and other Bakery Flours



ating pure vanilla, vanillin-coumarin and Aromanilla.

It shows how skilled taste panels evaluate flavors according to characteristic notes of aroma and flavor, order of appearance of these notes, strength and the total flavor effect. The notes are diagrammed so that flavor results are shown in pictorial form. Free copies of the report are available to anyone in the food industry.

No. 3164—Bread Baking Primer

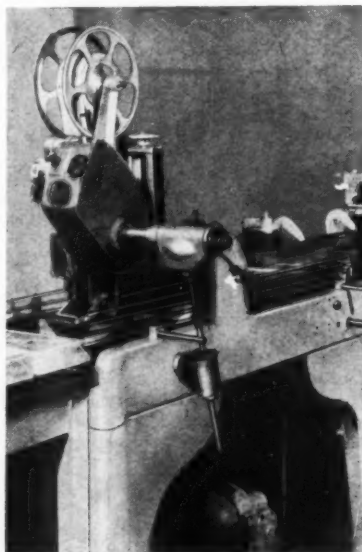
"A Primer on Breadmaking," written by Edmund B. Bennion, has been published by the Oxford University Press. The author is head of a bakery school in Southampton, England, and former head of the National Bakery School in London.

The volume, which contains 166 pages, contains chapters on flour, malt and milk products, yeast and salt, bread making processes, ovens and fuels, food value of bread and experimental work.

No. 3142—Top Labeler

A portable, automatic top labeler with imprinter has been added to the American Machine & Foundry Co. line of bakery machinery. The product imprints and applies thermoplastic roll stock labels to the tops of packages, either on or off center, and it can be operated under its own power or it can be connected to the delivery end of any wrapping machine or conveyor.

According to the manufacturer, the top labeler eliminates the need for maintaining costly inventories of different types of labels, since a single stock label can be imprinted differently for various products. Using a self adhesive backed rubber plate, the imprinter mechanism imprints



sales messages, product names, code dates, quantities, weights, ingredients, prices and other information. The rubber plate is easily changed, the firm states.

The product will handle packages as small as 4 in. by 1 in. by 1/2 in. to as large as 18 in. by 6 in. by 10 in. A folder illustrating the top labeler and imprinter is available.

No. 3161—Stripper Tester Kit

The Dow Corning Corp. has developed a tester kit for users of silicone coatings. The kit, according to the firm, makes it possible to keep a



stripper solution potent enough to remove spent pan coatings without harming baking surfaces and eliminates the need for litmus papers and the trial and error method.

Each kit contains bottles of indicator and acid, mixing flask, graduate and wire clamp. Maintenance of the kits is negligible, the firm states.

No. 3162—Floor Hardener

A new liquid concrete hardener and etcher formulated to provide etching control in the preparation of old or new concrete or terrazzo floors before sealing is being marketed by Multi-Clean Products, Inc. According to the manufacturer, the etching control action of the chemical is such that it governs the penetration of the finish coat, thus extending coverage and providing a saving on the final floor dressing application.

The firm states that the chemical cleans, penetrates, hardens and seals concrete surfaces and reduces slipperiness.

No. 3156—Book About Pie

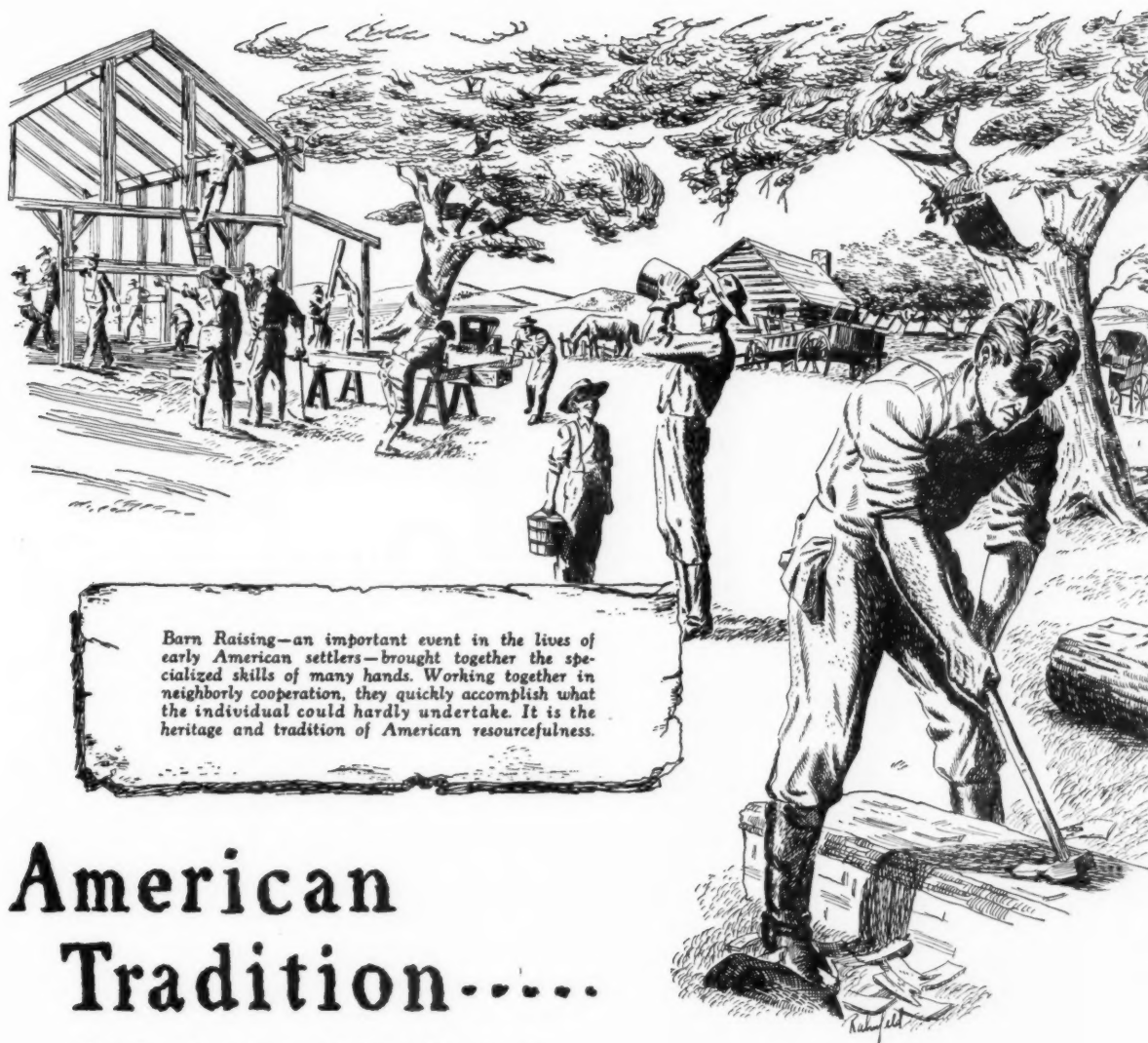
The second edition of "Pie Marches On," a 328 page book by Monroe Boston Strause, has been published by the Ahrens Publishing Co. The book contains formulas for 82 different pies, with many variations, and each formula has the ingredients tabulated for up to 20 pies.

There are chapters on types of pie crusts and how to make them, fruit pie filling, cream fillings and toppings and fruit tarts, as well as sections containing detailed instructions for preparing other pie ingredients. Included in the many illustrations are step-by-step details of procedure.

—BREAD IS THE STAFF OF LIFE—

MEYER ANNIVERSARY

LITTLE ROCK, ARK.—Four hundred employees of the Meyer Baking Co. from Little Rock, Pine Bluff, Hope, Texarkana, Jonesboro and Blytheville gathered at Little Rock recently to observe the 40th anniversary of the firm. Charles T. Meyer, Jr., who became associated with his father in the baking business in 1939, was master of ceremonies. Employees who have been with the firm 10 or more years were honored. The firm now has six plants in Arkansas.



American Tradition.....

This fine American tradition is likewise the working principle in Flour Mills of America. The joining together of many flour mills, each with its own particular facilities for the milling of fine bakers flours, under one executive responsibility and control, is a distinct contribution to baking progress.

Millions of bushels of good wheats from which to select the best for modern baking values, modern scientific and technical controls in milling production, and high standards of uniform baking performance, assures the American Baker of unexcelled service in a wide variety of dependable flours, control-milled to meet his particular needs.

Depend on Flour Mills of America for *Performance Flours*.

Flour Mills of America, Inc.
KANSAS CITY, MISSOURI

Kansas Flour Mills Co., Kansas City, Missouri; Great Bend
Fort Scott, Larned, Kansas; Alva, Oklahoma.
Valter & Spies Milling Co. and Sleepy Eye Mills, St. Louis, Mo.



Ringin

the Baker's

Doorbell

Frank Fischer has purchased the Whiteway Bakery in Sheboygan, Wis., from Frank Goetach. Mr. Fischer, a baker for 36 years, will retain the Whiteway name.

The Massey Bakery, Malvern, Ark., owned and operated for several years by Mr. and Mrs. Ronald Massey, has

been sold to Jess Gilliam and Chester Hunt of Hope, Ark., and will be operated as the Malvern Bakery.

The Jamestown (N.Y.) Baking Co. has razed its huge metal smokestack to comply with the city's smoke abatement campaign. The stack measured 70 ft. in the air. The bakery is now

equipped to burn gas or oil and has no further need for the stack. New boilers, new ovens and other modern baking equipment have been installed, according to Joseph G. Kettle, president.

Johnson Pantries, Inc., a bakery business in Jamestown, N.Y., for 19

years, has moved its baking facilities to a new site in that city. The firm has two branch stores in Jamestown. Bertil C. Johnson is president.

M. D. Todd, vice president and general manager of Meyer's Bakeries in Hope, Ark., has announced that the plant has started operations in a new building.

The Golden Crust Bakery & Grocery recently opened in Las Cruces, N.M.

Reconstruction of the Bon Ton Bakery building in Bozeman, Mont., to include three retail stores and offices on the second floor has been announced by Eugene Graf, president of the Bon Ton firm. Under the new arrangement, the Bon Ton retail bakery will be operated by Louis Ulrich, who has been with the baking firm 18 years. The entire bakery has been remodeled.

The Sally Ann Bread Co. in Grand Junction, Colo., managed by Tim Campbell, recently held open house to mark completion of a new addition.

Open house was held recently by Jake Brehm, Gering (Neb.) Bakery. The firm is in a new location and its new equipment includes a larger oven.

Earl Scull has opened the Bake Shop in Perris, Cal.

The Dainty Maid Bake Shop is in a new location in South Bend, Ind., while the former building is being torn down and a new structure erected.

William Weber, operator of Weber's Home Bakery in Manitowoc, Wis., 27 years, has retired and sold his bakery equipment.

K. Buryn of Perth Amboy, N.J., is opening the bakery which formerly operated as Doel's Bakery in Miami. All new equipment is being installed, and the plant will be operated as the Majestic Bakery.

Baked Foods, Inc., has been incorporated in Buffalo, N.Y., with capital of \$20,000. Incorporators are Thomas I. McElvein, Buffalo; Leland G. Davis, Eggertsville, N.Y., and David T. Murray, Kenmore, N.Y.

John Wilkinson has purchased the Roseda (Cal.) Bakery from Claire Steuvinger.

Nelson's Bakery has been opened in Jamestown, N.Y., by Regnar Nelson, former partner in the East End Bakery of Jamestown.

A business name has been filed for the Clinton Sanitary Bakery, Buffalo, N.Y., by Vincent Maslanka.

The Cosmos (Minn.) Bakery, operated by Maynard Rennecke, opened recently.

More than 1,500 bakers attended a two-day open house held by the American Products Co. at its new

FOR
BETTER-TASTING
BAKED GOODS
AND DOUGHNUTS
...EVERY TIME!

USE
CREAM
OF
VEGETABLE
OILS

THE HYDROGENATED,
ALL-VEGETABLE SHORTENING

—choice of leading bakers

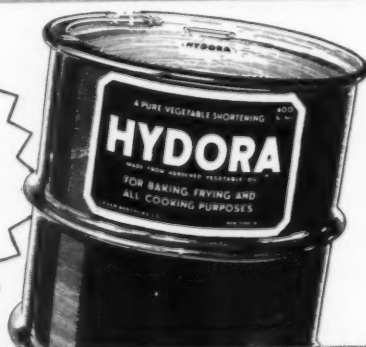
• Yes, foods made with Covo have got to be GOOD! That's because Covo — especially made from the Cream of Vegetable Oils — is uniformly good — dependably uniform. And smart bakers know Covo's extra stability, blandness and creaming qualities give you better-tasting baked and fried foods every time.

Covo "seals in" the good flavors of fried foods — gives extra low fat absorption — is highly stabilized to give longer frying life. Foods fried in Covo are tender and moist inside, crispy outside. So, give your customers the best from the start. Use Covo for all your baking and frying.



Fine Products of Lever Brothers Company, New York, New York

HYDORA
—THE ECONOMY
SHORTENING—ALWAYS
GIVES DEPENDABLE
RESULTS!



• You can depend on Hydora! And when you can depend on a low-cost shortening to give you uniform baking results every time—that's real economy! Hydora remains stable . . . and gives you more fryings to the pound.

the **KEY** to bakery profits...

A PREFERRED PRODUCT opens the door to increased sales!

Every attic, in some obscure trunk or drawer, has its collection of discarded keys . . . odd and unusual shapes, some plain and simple, all designed to open objects long forgotten.

But when it comes to opening the door to bakery sales success, only one key fits the lock. And that key is a preferred product. A product consumers choose time and time again.

Midland Flours are milled to put your products in the "preferred" class. From preliminary crop surveys through the actual milling process, scientific controls eliminate all guess work and chance . . . assure you of absolutely uniform, top-quality baking results.

It will pay you to pick Midland Flour every time.



**Town Crier
flour**

UNIFORMLY MILLED FLOURS BY

**THE MIDLAND FLOUR MILLING COMPANY
NORTH KANSAS CITY, MO.**

Page's

FLOUR

MILLERS OF FINE FLOUR SINCE 1892

MILLS LOCATED AT TOPEKA, KANSAS



Topeka always gets more than its share. In the Kansas flood last month it was water. But the rest of the time it's high quality wheat. Page Mills can draw wheat from four major producing states—Kansas, Nebraska, Oklahoma and Colorado.



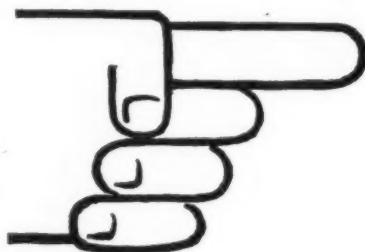
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FIRST STEP TO A BETTER LOAF

No method could be simpler or more effective in the production of a quality loaf than to start with KANSAS PYRAMID, a superior medium patent flour, milled from the finest hard winter wheats. This great flour is a sound foundation for better bread because of *extra* care in selection of wheats that composed it and *extra* skill in milling. And like its world famous namesake, PYRAMID is unchanging and uniform day after day.



Kansas



PYRAMID FLOUR

THE WILLIS NORTON COMPANY, Wichita, Kansas
Quality Millers Since 1879

3 BAKER FLOURS



that give

*baking consistency
that's hard to beat.*

TEA TABLE

OVENSPRING

BIG VALUE

THE WEBER FLOUR MILLS CO.

SALINA, KANSAS



MONTANA BAKERS—Shown above are members of the Montana Master Bakers Assn., photographed during a session of the organization's convention held at Butte. Convention delegates heard discussions on the baker's contribution to better health, package merchandising and modern bakeshop methods, and saw a display of bread from all over the U.S., staged by Standard Brands, Inc. Al Herzog, Dutch Girl Bakery, Butte, was elected president of the association. The next convention will be held in Missoula.

plant in Dallas. Demonstration sessions presented new ideas in bakery management, production and merchandising by leading bakery men.

H. L. Martinson, who learned the baking trade in the Navy during World War II, has purchased the

Snow White Bakery in Dunseith, N.D., from Jack Flynn. Mr. Martinson has been employed at the bakery for three years.

Two St. Louis candy companies and bakeries, the Herz-Oakes and the Busy Bee companies, both founded

Gladiola and Red Elephant

FLOURS OF
EXCELLENT QUALITY

FANT MILLING CO.
SHERMAN, TEXAS

UNIFORMITY

Absolutely Guaranteed!
Crop after Crop!



Quaker Cake Flour, crop after crop, is held rigidly within minimum variations by painstaking wheat selection, and careful aging and milling under constant laboratory control.

It's a thoroughly adaptable cake flour that you can depend on in every batch and in every formula—including high-ratio formulas.

How about giving a test quantity a chance to *prove* itself in your shop?

A QUAKER OATS COMPANY PRODUCT

Milled to Quaker Standards—and Guaranteed by Quaker

THE QUAKER OATS COMPANY, CHICAGO, ILL.

Mills at: Cedar Rapids, Ia.; St. Joseph, Mo.; Sherman, Texas; and Los Angeles, Calif.

SILK FLOSS



Quality
ABOVE
ALL
ELSE



Millers of

SILK FLOSS FLOUR,

Whole Wheat Flour &

Pure Soft Wheat Cake Flour

CAPACITY
10,400 CWTs.STORAGE
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The
KANSAS *Milling*
COMPANY

WICHITA 2, KANSAS

MILLS AT WICHITA & CHERRYVALE, KANSAS AND MARION, OHIO

Better Milling of Finer Wheat Produces
Acme's
Three great baking flours?

ACME quality baking flours are known by the nation's bakers for their uniformly superior performance in the shop. ACME Mills buy and use only choice varieties of Turkey-Type wheats . . . their modern, scientific milling technique is backed by a half-century of experience . . . and every milling is rigidly pretested in ACME's own Baking Laboratories for flavor, texture, color, absorption, uniformity and QUALITY BAKING RESULTS.



for better baking

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THE ACME FLOUR MILLS CO., OKLAHOMA CITY, OKLA.

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☐ Wholesale ☐ Retail ☐ PRODUCTION ☐ OTHER

before the turn of the century, have consolidated operations. They merged under the name of Herz Busy Bee, and all stores will be served from a central kitchen. Herz has been operating five retail candy and bakery stores and the Busy Bee has been operating two stores.

E. T. Krueger, operator of a bakery in Montello, Wis., since 1911, has sold the business to Bruno Lammert, Jr., a third generation Milwaukee baker.

Mr. and Mrs. Martin Ekman plan to open a new pastry shop in St. James, Minn. Mr. Ekman has been operating the Fairmont (Minn.) Bake Shop about 4½ years.

The Writ-Wa Bakery recently opened in Denver. Ray Wright is the owner.

Herman Gulkin, owner and operator of Frost Pastry, Denver, has opened a third bakery in that city.

Mrs. Earl Reas has opened a bakery and coffee shop in Mellen, Wis.

Residents of Racine, Wis., went behind the scenes at Lindstrom's Bakery recently to see how the firm's products are made. The company held open house to mark the opening of a new addition.

The Lake Bronson (Minn.) Bakery & Coffee Shop recently held its grand opening.

Ben Padilla has purchased Sandy's Bakery & Lunch, formerly Birdsey's Bakery, in Luverne, Minn. Mr. Padilla is a former employee of the bakery.

A bakery operated by Julius Schoenberger in St. Louis has been closed.

Nicholas Onofry has closed a bakery in St. Louis and taken over another bakery there, formerly operated by Carl Kling.

The new Cliff Anderson Bakery & Dairy Bar opened in the Camden area of Minneapolis recently. Mr. Anderson has been in the bakery business for 11 years.

Meilchert's Bakery in Lewistown, Mont., has been sold to George E. Yetter of Helena.

Earl and Emil Anderson, owners of the Forest City (Iowa) Bakery, have rebuilt their store following a fire.

Howard and Earl Van Duesen, Omaha, have purchased the Dixie Cream Donut Shop in Council Bluffs, Iowa, from Seth E. Murphy. The shop is open 24 hours a day.

Bell's Bakery has been opened in the Irondequoit Shopping Plaza, Rochester, N.Y.

Henry Unger has been given permission by the National Production Authority to erect a bakery building in Olean, N.Y., at a cost of \$6,840.

Mr. and Mrs. A. L. Dammen, owners of the Ozark Bakery at West Plains, Mo., recently reopened the firm after it had been closed three weeks for redecorating and repairs to the machinery.

ARNOLD

...of...

STERLING

Mills and Sells

"Thoro-Bread"

(Diastatically Balanced)

A very fine, strong, altogether uniform and dependable flour

ARNOLD MILLING CO.
STERLING, KANSASThe Standard Others
Strive to Reach**WHITE SWAN**
FLOURSPRINGFIELD MILLING
CORPORATION
MINNEAPOLIS • MINNESOTA**ACME RYE**A HIGH QUALITY
WISCONSIN RYE FLOUR
All GradesFISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN**MICHIGAN FLOURS**

(Quality Controlled)

CHELSEA MILLING CO.
Chelsea, Michigan**DIXIE LILY**A flour without an equal anywhere
Plain and Self-risingTHE BUHLER MILL & ELEVATOR CO.
BUHLER, KANSAS
Southern Regional Office
933-35 Exchange Bldg., Memphis, Tenn.**Lyon & Greenleaf Co., Inc.**MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Self-rising
LIGONIER, IND. NORFOLK, VA.**Gallatin Valley Milling Co.**

MONTANA

Flours and Grain

D. E. FISHER, Mgr. BELGRADE, MONT.

We Specialize in ...
FLOUR for BAKERS

SPRING WHEAT • KANSAS WHEAT • SOFT WHEAT

"The Beardstown Mills"
BEARDSTOWN ILLINOIS

For Ever-Uniform Quality!

MORTEN
MILLING
COMPANY
DALLAS,
TEXAS

LD 387
LD 183

MORTEN
MILLING CO.
DRINKWATER
FLOUR
MADE FROM SELECTED WHEAT
DALLAS, TEXAS.
BLENDED
DRINKWATER

The advertisement features a large, dark, torn-paper shape at the top with the slogan "For Ever-Uniform Quality!" written in a cursive font. A dotted line descends from the bottom left of this shape, leading to the company name and product code on the left, and then to a detailed illustration of a bag of "Morten Milling Co. Drinkwater Flour" on the right. The bag's label includes a logo of a man in a hat, the product name, and manufacturing details.

Dorothy Glenn

(Continued from page 29)

pointed out that sales in every instance are good. Yet, prices on these items are high! Mrs. Shopper will willingly pay a premium for the merchandise she wants.

What about appearance? What does the shopper expect? She is looking for baked goods that will tempt the appetite . . . mouth-watering appearance. She doesn't want the frosting on a cake to be so smooth that it looks like freshly laid concrete. A

rough appearance is much more tempting. Cookies that have a machine-made identity aren't nearly so appetizing as those that resemble the ever-so-slight lack of uniformity reminiscent of home-made.

Why should you . . . an expert in your field of commercial baking . . . revert to hand work, to home made products? We are in business for profit. Mrs. Homemaker is going through a phase of nostalgia. Isn't it good and profitable business to make the goods consumers will buy, at a premium price?

The July issue of Pageant magazine has a lead article titled "Bread: Our Phony Staff of Life." It is loaded

with criticism, with invective directed toward the "highly refined, enriched" bread to be found in most bakeries. The article screams about the "de-vitaminized and re-vitaminized" flour . . . the lack of butter, eggs and milk in commercial bread.

The final paragraph of this article gives us a clue as to why such unfair criticism has been printed. "And I, for one, am tired of the junk (commercial bread) it (the baking industry) is foisting on us; I'm tired of being treated like a slightly backward moron. If the industry can make real honest-to-goodness bread—and it certainly can—then for our health's sake, let's have it."

The author of this article is reflecting the underlying thinking of Mr. and Mrs. Consumer. Magazines are keen to sense the way the wind is blowing. Mr. and Mrs. Consumer are only going through a stage of reminiscence . . . of nostalgia. This article has somewhat misinterpreted the thinking, but, probably with a purpose. Such articles must attract attention. They have chosen to be critical.

But, we can take a leaf from the book. It behooves us in the baking business to give consumers what they want. When they are willing to pay a premium—and obviously they are—for home-made type products, then we can foresee profitable business from such goods.

We have known of this trend for some time. Many bakers are now featuring one or more items that are home-made in appearance, in flavor and in quality. Development of a special bread, rolls, cakes or cookies . . . adequate publicity of this special item . . . possibly a brief sampling program when first introduced . . . window displays . . . case displays . . . will bring customers to your shop. When customers come for a special item, they will buy other goods. You can build business on all items.

—BREAD IS THE STAFF OF LIFE—

Growing Promotion Campaign Marks Cherry Pie Time

Cherry Pie Time this year is being marked by a growing promotional campaign, Edgerton Hart, executive secretary of the National Red Cherry Institute, points out in a release to bakers.

According to Mr. Hart, a mounting public interest is being stimulated by women editors in magazines and newspapers, home economists and advertisers of food products who tie in with red cherries.

This is a ready-made opportunity in which bakers can share, Mr. Hart says. One of the principal sales tools that will be featured in four color ads during September and October is the new cherry pie split, which beams the promotion right at the bakers.

Promotional material available at no cost from the National Red Cherry Institute, 332 S. Michigan Ave., Chicago, includes 12 by 16 in. four color posters, promoting the cherry pie split and containing space for imprinting the brand and price; window screamers announcing that it is cherry pie time again; table tents in full color to set up on public dining tables; single or double column newspaper mats on national cherry pie baking champion recipe.



Cherry Pie Split

It's dynamite . . . DCA 1951 donut month campaign
You can choose from 5 powerful PROMOTIONS

- 1- More punch at the point of purchase, that's the secret of booming up donut sales. And this campaign is loaded with that kind of punch . . . tested and proven sales power for your donuts.**



From start to finish DCA has developed a wealth of forceful sales ideas . . . ready to use in a campaign fitted to your needs. Plan now for another sales increase in Donuts. Plan with Doughnut Corporation.

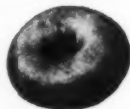
2- \$5000⁰⁰ ROUTEMEN'S SALES CONTEST

Stimulates both the routeman and grocer. Double-barrelled for best results!



3- NEW . . . SWEET CIDER DONUT

Lots of sales appeal in this tasty new donut. Fits into regular production a sure "click", with the consumer. Backed by a complete sales-boosting promotion.



4- NATIONAL PUBLICITY

Again . . . National Dunking Association is holding its big election for president. Bobbie Benson, juvenile star, is running for re-election. He is opposed by Sid Caesar, NBC television star . . . and Denise Darcel, stage and movie star. A surefire publicity campaign for donuts.



5- TWO PARTY PROMOTIONS

Hallowe'en is the time to sell donuts . . . and Fran Warren is the HALLOWE'EN QUEEN, to lead the publicity parade. Heading up the FOOTBALL PARTY publicity drive is popular Johnny Lujak, quarterback of the Chicago Bears.



NATIONAL ADVERTISING . . . Bakers' of America Tie-in

Here is powerful national advertising featuring donuts. Full color page in LOOK (3,131,000) October 9th. Plus a half page in color in Woman's Home Companion (3,400,000). DCA merchandising helps you support this fine advertising . . . makes it work for you.

MAKE MORE MONEY WITH DONUTS

No item responds so quickly to promotion as donuts. You can boost profits with a little planned effort. DCA has just the thing to help you sell more donuts. Ask your DCA salesman.



Get Full Details . . . NOW!

Set up a date now to look over the DCA donut plan for you. No obligation.

Name Individual.....

Name Bakery.....

Address.....

City.....Zone.....State.....

Doughnut Corporation of America, 393 Seventh Avenue, New York 1, New York

*Four
separate milling units
at the same location*

4

**...to serve
bakers with**

- 1 SPRING AND HARD
WINTER WHEAT FLOURS**
- 2 SOFT WHEAT FLOUR FOR
CAKES, COOKIES, CRACKERS**
- 3 RYE FLOURS**
- 4 WHOLE WHEAT FLOURS**



*F*ROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.



B. A. ECKHART MILLING CO.

CHICAGO, ILLINOIS

Sales representation in: BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, STAUNTON—VIRGINIA, ATLANTA—GA. AUGUSTA, GA., JACKSONVILLE—FLORIDA, GENEVA—NEW YORK, HARRISBURG—PA. PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS, FORT WAYNE—INDIANA, MILWAUKEE, CHICAGO, ST. LOUIS—MISSOURI, NASHVILLE, MOBILE—ALABAMA, NEW ORLEANS

ANSWERS TO "DO YOU KNOW?"

Questions on page 40

1. **False.** They should be placed in the oven immediately in order to prevent crusting. When they are crusted, they will have a poor appearance due to wild breaks.

2. **True.** If the fermentation room is properly controlled both for humidity and temperature, the results will be very satisfactory.

3. **False.** The spread would be decreased due to the powdered sugar dissolving more rapidly than the granulated sugar during the mixing of the dough. Undissolved sugar crystals in the dough cause spread due to melting in the dough during baking.

4. **False.** Due to the high fat content (27½%) in whole milk powder, its keeping quality is not very good when compared to powdered skim milk.

5. **False.** The absorption is decreased. Soft wheat flours have a lower protein content than hard wheat flours producing a shorter, more tender product.

6. **True.** If a standard trough is used, it should be 4 ft. in length.

7. **True.** The dough will tighten up during this period, decreasing the tendency for it to stick to the rolling pin. It will handle much easier and the general opinion is that the flavor is somewhat improved due to the blending of the flavor in the various ingredients.

8. **True.** One pound of butter is composed of about 80-82% fat, 15% moisture and 3% salt. It is taken for granted that a sour cream, salted butter was being used. Sour cream butter will produce a more pronounced flavor in the cakes than would a sweet cream butter.

9. **True.** Due to the modern formulas containing higher percentages of sugar, shortening and moisture, it is not necessary to use them. However, where the humidity is very low or where the cakes are not consumed for quite some time after baking, it may be a good idea to take advantage of these ingredients.

10. **False.** On a Reaumur thermometer the freezing point is 0° and the boiling point is 80°.

11. **False.** An unbleached pastry flour will produce the most tender pie crust.

12. **True.** Slightly more volume will be obtained by using this procedure. However, the main reason for heating them is because the mixture will beat up considerably faster.

13. **False.** Even though the water is quite heavily chlorinated, the amount of chlorine used is so small that we are safe in saying that there is practically little or no effect on fermentation.

14. **False.** If the almond macaroon mixture is mixed properly, excellent macaroons can be made. Overmixing the batter causes it to turn oily, producing poor appearing macaroons.

15. **False.** The use of stale crumbs will have no effect on the molding of the products. Even if the crumbs were moldy. The mold spores would be killed during the baking period.

16. **True.** The pies should be removed from the oven as soon as the filling is set.

17. **True.** In an uncontrolled shop this loss may run as high as 2% or over.

18. **False.** When beating cream at high speed there is a greater opportunity to overbeat it and turn it into butter. Low or medium speed recommended.

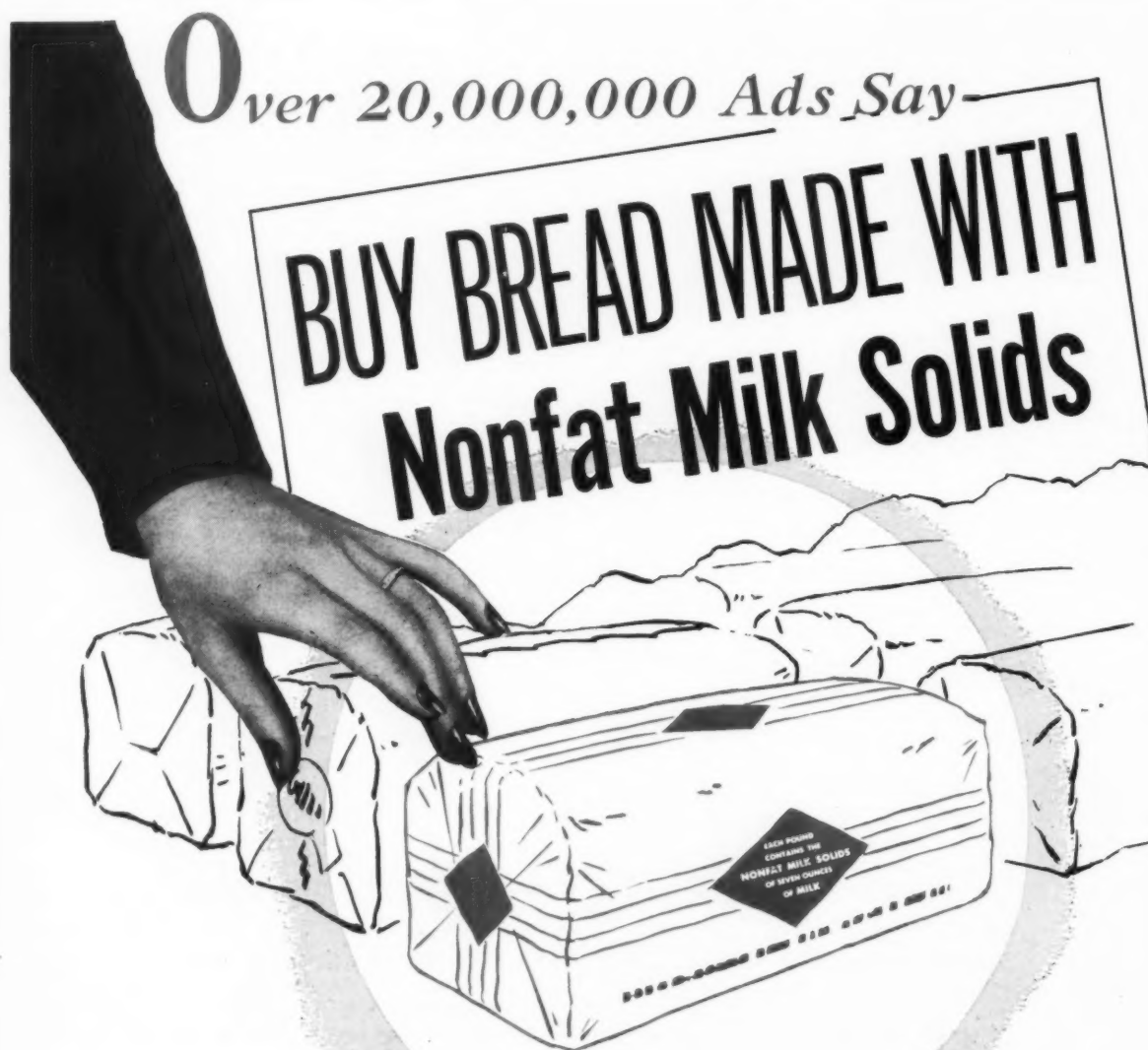
19. **False.** This trouble can be overcome to a large extent by turning them over on cloth covered screens as soon as possible after baking. A softer dough would be liable to increase the tendency for the coffee cakes to be hollow.

20. **False.** On an average, about 14% sugar will be obtained. This will vary somewhat depending upon growing conditions.

—BREAD IS THE STAFF OF LIFE—

ASBE BULLETIN RELEASED

CHICAGO — Information Service Bulletin 21 of the American Society of Bakery Engineers, on the subject of cleaning fermentation rooms, has been released to the membership. One of the members of the society asked if it is advisable when cleaning the fermentation room at the end of the week's run to open outside doors and windows and thoroughly air out the room, or after the cleaning is completed, to close the room off as in normal operation. Three qualified members of the society replied to this question and the three answers are contained in a single page bulletin of the society. A copy of the bulletin may be obtained on request to the secretary, Victor E. Marx, Room 1354, LaSalle Wacker Bldg., 121 West Wacker Drive, Chicago 1, Ill., if a 3¢ stamped addressed, long envelope is enclosed.



Throughout the year, Good Housekeeping magazine will carry a series of powerful advertisements featuring bakers' bread. The campaign, based on the theme, "The Bread You Like Best contains the nonfat milk solids of seven ounces of milk in each pound", is sponsored cooperatively by the American Dairy Association and the American Dry Milk Institute.

Homemakers are being reminded over and over again that bread containing the

nonfat milk solids of seven ounces of milk provides better nutrition—tastes better—retains its palatability longer—and toasts better, too.

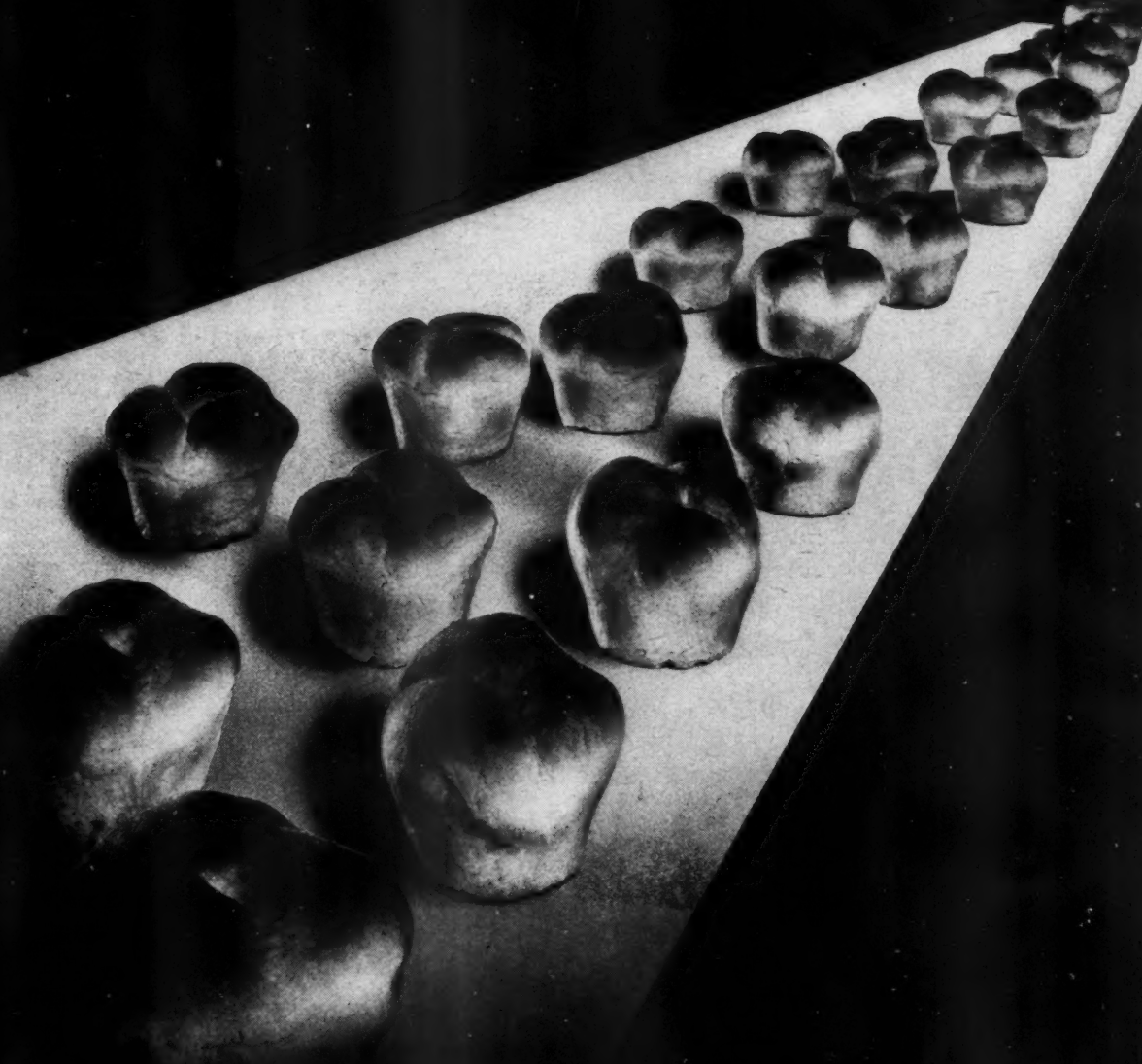
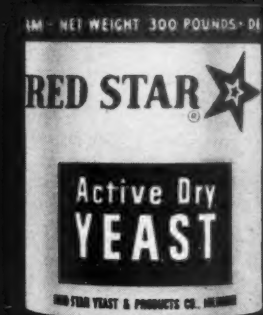
You can capitalize on this program to build your bread sales as an increasing number of bakers are now doing by using 6% nonfat dry milk solids and advertising that your bread contains the nonfat milk solids of seven ounces of milk in each pound.

Ask your supplier for our free publications, "Sales Slants for the Baker" and Bulletin 190, which tell how to increase your sales by advertising the extra nutrition, flavor and eating quality of bread made with the nonfat milk solids of seven ounces of milk in each pound.

MILK SOLIDS
MAKES THE DIFFERENCE

AMERICAN DRY MILK INSTITUTE, Inc., 221 N. La Salle St., Chicago

Accepted...



RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE 1, WISCONSIN



Successful Selling

(Continued from page 29)

strengthen sound businesses should not be penalized. Every baker who does any advertising whatever has a vital stake in this proposal. It will be very much to their interests to do all they can to kill this idea before it spreads any further.

HIGH REGISTRATION FEES AT CONVENTIONS: When we learned of a registration fee of \$33.75 at a state retail bakers' convention this

year, we thought we had heard everything. We were wrong, for since then we heard of a registration charge of \$42.50 at another bakers' convention. Frankly, it seems to us that this is going too far, from the standpoint of the associations themselves.

It is undoubtedly true that value was given for these extremely high registration fees. The basic fact is, however, that many smaller bakers do not feel they can afford such charges, and will stay home rather than being subjected to them. That eliminates the primary purpose of a convention.

In theory, at least, conventions are

held for educational purposes. Entertainment is naturally a part of them, but supposedly a secondary part. When entertainment reaches a point that it costs a baker more than \$40 merely to register, assuming that he wants to attend all the functions provided, the essential purpose is going to be defeated. If this trend continues, we will see smaller and smaller attendances at bakers' conventions.

EXPANSION OF BAKERIES REQUIRES SOUND THOUGHT: Under the defense program, many new industrial plants are being built. This naturally means materially increased

populations in those communities, and this will cause many bakers to consider increasing their production facilities.

Before this is done, however, those bakers should study carefully the type of plants which are coming into their communities. Some of these will undoubtedly be permanent for many years after the Korean war is over, and the increased population they have brought with them will remain. Others will fold up quickly.

It is upon the basis of studies of these factors that the expansion of bakery facilities should be made. Bakers who overexpand their facilities for a brief period of boom prosperity will only end up in financial difficulties. We are certain that bakery equipment manufacturers have the same thought, for they do not want to put expensive equipment in bakeries which are not in a permanent and sound consuming area. Careful studies of our changing industrial settlements should be made by all bakers in relation to their future business plans.

BREAD IS A NATURAL SALESMAN FOR GROCERS: Bread is undoubtedly one of the most natural salesmen a retail grocer can have. In the first place it is probably purchased more frequently than any other food item, with the possible exception of milk. Its turnover is almost daily, and there is usually a fair profit for the grocer on each sale.

What is equally important is the fact that many food items are invariably sold with bread, including many sandwich ingredients. This naturally helps increase the grocer's volume, and, if their prices are marked properly, they all represent a fair margin of profit for him.

Consequently, wholesale bakers should do all they can to get their retail customers to feature bread and other baked goods as prominently as possible. This is for the interest of both bakers and grocers. Chain stores have learned this lesson, and in almost every one of them you will find bakery goods featured prominently. Such displays would be just as valuable for the independent grocers as for the chain operators. It is an excellent sales story from the standpoint of wholesale bakers.

BAKERS HAVE RESPONSIBILITY TO KEEP INFORMED: At a recent bakers' convention two or three bakers raised the question as to where they might obtain material to fight the contention that bread is fattening. Obviously these bakers simply hadn't bothered to keep themselves informed of the industry's activities. To make it worse, the questions followed an announcement that the Wheat Flour Institute and the American Bakers Assn. had launched a huge program against the fattening phobia.

Fortunately, bakers of this type are in the minority. Successful bakers in every community follow the trade press closely, and through it are aware of the excellent work that is being done to combat the unjustified attacks on white bread. Through the same source of information they know where they may obtain material for use in their own communities.

It is unfortunate, however, that even a few bakers are not cooperating fully with this program. It is one which can do the industry a great deal of good, but it must have widespread support. That is the only way the information can be passed on to the public, which is its ultimate objective.



AN ORIGINAL LITHOGRAPH BY HENRY E. WINZENRIED

"IN THE GOOD OLD SUMMER TIME"*

Summer brings a change of scene . . . kids racing out to the ice cream man . . . clamoring for sweets from morning 'til night. It is an old familiar scene, and behind it lie many special Riegel Papers. You will find them hard at work protecting the freshness and flavor of ice cream, candy, cookies, cake, gum, potato chips, popcorn, soft drink powders and many other good things to eat.

Literally hundreds of Riegel papers, for almost any kind of protective packaging, are now serving the sales leaders in many different fields. We are constantly developing even more varieties, in spite of present conditions, for companies who join us now in planning for the future. Write for information. Riegel Paper Corporation • 342 Madison Avenue, New York 17, N. Y.

*Permission Granted by Edward B. Marks Music Corporation

Riegel

TAILOR-MADE PAPERS FOR PROTECTIVE PACKAGING

Announcing

THE MERCK FREE LIBRARY OF RADIO TRANSCRIPTIONS



Dramatic shows and timely spots on ready-to-use
transcriptions—specially prepared for the use
of bakers in their own advertising



Upper left: MARGARET O'BRIEN—Popular child actress who has swept to stardom.

Above: FREDRIC MARCH—Famous star of stage and screen.



Above: DEBORAH KERR—Star of Metro-Goldwyn-Mayer's *Quo Vadis*.

Right: DANE CLARK—Well-known motion-picture star.



It would be difficult to name four more popular guest stars to feature on your radio program than Margaret O'Brien—Fredric March—Deborah Kerr—Dane Clark. Usually, you would have to pay a high fee for their services. But the Merck Library of Radio Transcriptions on Enrichment brings them to you *without charge*, on a nonexclusive basis. This Library is exceptionally complete. It includes—on ready-to-use records—a 15-minute dramatic show—5-minute documentary segments—3-minute segments—and 20-second to 1-minute spots. In addition, it contains scripts on Enrichment for all types of live shows. No matter what kind of radio program you sponsor, you will find a wealth of material from which to choose.

FREE 12-PAGE BROCHURE GIVES FULL DETAILS

Our illustrated 12-page brochure *Cavalcade of Enrichment* describes every record in the Merck Library of Radio Transcriptions. It also contains practical suggestions on publicity, point-of-sale material, and other ways of enhancing the prestige of your company in connection with the 10th Anniversary of Enrichment.



MERCK & CO., INC.

Manufacturing Chemists

RAHWAY, NEW JERSEY

In Canada: MERCK & CO. Limited • Montreal

THIS LIBRARY OF
TRANSCRIPTIONS IS YOURS

Without Charge

WRITE TODAY FOR BROCHURE

Merck & Co., Inc. Dept. AB-8
Rahway, N. J.

Please send brochure *Cavalcade of Enrichment*.

COMPANY NAME.....

STREET.....

CITY..... ZONE.....

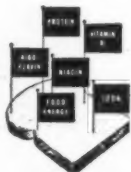
STATE.....

BY.....

TITLE.....

SUNNY KANSAS

If you are a **SUNNY KANSAS** baker, you know that this long celebrated brand has the kind of baking qualities that give a baker a "sunny" disposition, if you will pardon a play on words. And if you are not baking **SUNNY KANSAS**, you ought to get on that "sunny" side of the baking street. Sales are warmer there, too. See for yourself.



THE WICHITA FLOUR MILLS CO.

5,000 Sacks Capacity
WICHITA

1,000,000 Bushels Storage
KANSAS

CABLE ADDRESS, "SENTINEL"

Country-Milled from Country-Run Wheat located in the heart of America's foremost wheat producing section.

INDEPENDENT OWNER MANAGED

New Mill Completed 1936

"SLOGAN"

A Modernized Flour for the Baker
CANADIAN MILL & ELEVATOR CO.
El Reno, Okla.

Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING Co.
DANVILLE P. O. Astice WISCONSIN

DENVER BAKERS ATTEND CIVIL DEFENSE MEETING

DENVER—Denver bakers and allied tradesmen under the sponsorship of the Rocky Mountain Bakers Assn. attended a special meeting here recently to discuss civil defense. The meeting was presided over by C. J. Downing, Old Homestead Baking Co., Denver, president of the association.

"In case our city is bombed we want to have a plan organized and know our capacity and flour supply," Mr. Downing said. "The first step in the bakers' civil defense program will be to inventory the present sources for baked goods and supplies in Denver. If a civil defense program for bakers is found workable in Denver it will be used in Colorado's nine other mutual aid areas."

The chief speaker of the evening was Lt. Gen. Henry H. Larsen, Colorado's civil defense director. In speaking of the part the baking industry can play he said:

"Denver's baking industry must prepare now to meet the results of warfare. Your industry would be vulnerable to an attack either against our crops of grain, our immense grain elevators and flour mills or our bakeries. We are told there are approximately three days' rations for our population on the shelves of our stores and warehouses. We know the enormous damage which one atomic bomb could cause if dropped on one of our large cities. You probably know more than anyone else how that would disrupt our delicate and vulnerable food processing and distribution system."

In case of an atomic attack in Colorado and other parts of the country, he pointed out, the baking industry would have to replace destroyed plants, distribute food and aid in the continuous feeding under emergency conditions of the hundreds of thousands of persons who would be homeless and displaced.

A committee was appointed to draw up plans for the bakers' part in the civil defense program with Clinton Bowman, head of the Bowman Biscuit Co., chairman. Other committee members are: Mr. Downing; Arthur Vos, Jr., Mackleim Baking Co., and Jack Jacobson, Kilpatrick Baking Co. All are of Denver.

L. B. Patterson of Safeway Stores, Inc., said the problems facing the food industry are continued feeding of the population in a target area and feeding an increased population in a non-target area.

—BREAD IS THE STAFF OF LIFE—

PENNSYLVANIA BAKERS HEAR CONTROLS TALK

PITTSBURGH—The Retail Master Bakers Association of Western Pennsylvania held a "Program with a Punch" meeting at South Park Lodge July 11. John Knaus, Knaus Bakery, was program chairman and introduced as speaker, John Egan, Office of Price Stabilization attorney.

Mr. Egan reported on how bakers should file costs and selling prices of their merchandise. He stated forms have not yet been printed, but filing must be completed by each baker. He showed how bakery prices can be raised if cost of production can be shown to have increased over the costs between Dec. 1, 1950, and Jan. 25, 1951.

Conrad Schoemer, Schoemer's Bakery, Beaver Falls, presided and introduced as new members Ed Sauer, Prospect Park Bakery, and Harry Wulff, Anheuser-Busch, Inc. A picnic lunch in cafeteria style was served at out-of-door tables to the 100 members and guests attending.

"David Harum" Special Bakers

Made from a carefully selected blend of Dark Hard Winter and choice Northern Spring wheats—**DIASTATICALLY BALANCED**

**STRONG—
UNIFORM—
EVENLY PERFORMING—
FLOUR FOR BAKERS**

*Milled for Perfection
—Not Price!*

*"Laboratory Tested
For Fine Baking"*

**Lexington Mill
& Elevator Co.**
LEXINGTON, NEBRASKA
SINCE 1884

ROYAL FLUFF-EAT-A

It pays to pick the right cake flour! Average flours really cost more than top quality flours like **ROYAL FLUFF-EAT-A**, which produces more finished cake per pound of flour. You get a richer, moister, longer-keeping cake with **ROYAL FLUFF-EAT-A**.

VOIGT MILLING CO.
Grand Rapids, Mich. Telephone 85991

CAHOKIA FLOUR CO. ST. LOUIS, MO.

The Wamego Milling Co.
WAMEGO, KANSAS
Millers of Kansas Hard Wheat Flour
HIGH CLASS BROKERAGE
CONNECTIONS DESIRED

Chickasha Milling Co.
Capacity 1500 sacks CHICKASHA Cable Address OKLA. "Wanhita"
Manufacturers of High-Grade Hard Wheat Flour
Foreign and Domestic Trade Solicited
Member Millers' National Federation

A line of essential
BAKERY PRODUCTS
uniform and reliable
NATIONAL YEAST CORPORATION
Chanin Building • New York, N. Y.

Cream, Marshmallow, Fudge . . .**Types and Properties of Icings**

By Kerwood Kelly
P. F. Petersen Baking Co.
Omaha

ICINGS can be divided into several groups, such as: water icing, cream icing, marshmallow, fudge and fondant, jelly and combination.

Water icing consists of about 85 parts of powdered sugar and 15 parts of water. Small amounts of shortening, glucose or invert sugar are sometimes added. This icing is dense, glossy and very often brittle. The reason for the addition of glucose, shortening, or invert sugar is to overcome the brittleness of the icing.

Cream icing as its name implies, is creamed until it is light and fluffy. It contains considerably more shortening than does water icing. This type of icing formula will contain 70 parts sugar, 15 parts shortening, and 15 parts water. These icings are light and fluffy, pliable, easily spread and can be wrapped.

Marshmallow icing is made from gelatin, egg whites or the foam producing agent. Marshmallow icings are really nothing but aerated syrups and contain enough water to dissolve all of the sugar so that there are no solid sugar crystals present. When the marshmallow dries out, water is lost and sugar crystals form. A typical marshmallow formula is as follows: sugar 45 parts, water 20 parts, gelatin two parts, glucose 18 parts and invert sugar 15 parts.

Fudge and Fondants

Fudge and fondants are characterized by the type of sugar crystals present. The sugar crystals in fondant and true fudges are small and regular. This small size of sugar crystal accounts for the smooth texture and fine eating qualities of these icings. The composition of a fondant is sugar 80 parts, water 15 parts and of invert sugar five parts. This icing is heavy, smooth, non-gritty and can be wrapped.

Jellies are not commonly used in wholesale plants for cake topping because they do not lend themselves readily to wrapping. They are composed of about 65 parts sugar solids and 35 parts water, plus a jelling agent.

Combination of many of these types of icings can be made. For example, a fondant and cream icing can be blended to produce a fondant cream. Marshmallow and cream icing can be mixed to produce an icing lighter than a cream icing.

Let's go back to the cream icing, which is used to a larger extent than are most other icings, especially on wrapped cakes.

First let's discuss the function of the shortening used. In a cream icing the shortening and sugar have creamed up so that bubbles of air have been enclosed by the shortening. Since the shortening takes up the air, the volume or lightness of the icing attained will depend on the amount of shortening used and the creaming properties of that shortening.

Functions of Shortening

Besides influencing the volume obtainable, shortening has other functions. It makes the icing flexible or pliable, making it easy to spread. It prevents flaking and cracking. Because of the emulsifying properties and smoothness of the resulting icing,

the best type of shortening to use is the special shortening with high emulsifying power.

The next ingredient is the sugar. Sugar constitutes most of the icing. It forms the body of the icing, and its quality is important. The sugar should be finely powdered and possess no off flavors.

Next is the function of the liquid portion of the icing—that is, the water which has dissolved part of the

sugar. It serves as a binder to hold the icing together. When a freshly spread icing is touched, it is the sticky syrup portion which first comes in contact with the hand. Before a cream icing can be wrapped, enough water must evaporate from this syrup to form a thin dry crust.

The time necessary for an icing to dry depends largely on how the icing is thinned down to spreading consistency. The use of water in the icing requires a much longer time than an icing thinned with simple syrup.

After a cake is wrapped in a more or less moisture-proof container,

there is always a transfer of moisture from the cake to the icing. The increase of the moisture content of the icing finally can become great enough to dissolve some of the sugar so that the icing will stick to the wrapper. The use of simple syrup in the making of the icing in place of water helps to overcome this syrup condition. There are other ways also to overcome this condition by the addition of water-absorbing materials, such as flour or starch, but to me the use of flour or starch impairs the flavor of the icing.

The use of stabilizers is a big im-

(Continued on page 62)

Beautiful WHITE BREAD

made with

Wytase
REG. U.S. PAT. OFF. DOUGH WHITENER

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.

Wytase is an important natural food . . . added to bread it makes it sparkling white—inviting to the eye—appetizing to the taste. Because of these added qualities your customers enjoy eating daily their "daily bread"



J. R. SHORT MILLING COMPANY, 38th and South May Streets, Chicago 9, Illinois

In the . . . Industry Spotlight . . . by Bill Lingren

Sales Boosts for Bakers

General Mills is currently making available to bakers another cake promotion kit, this time on "Maple Pecan Chiffon Cake." It is another in the many efforts of General Mills and other allied trades firms to give the bakers a boost with their merchandising and sales programs. This one is built around a commercial transposition of a Betty Crocker recipe for the cake.

Ralph Herman of General Mills says he is much impressed with the numerous success stories reported in connection with such special promotions. He reports that 7,000 bakers from coast to coast recently tied in with a GMI promotion on "Pineapple Festival Cake."

"These little promotions have definitely proven the profit advantages for the industry through riding along on nationally advertised bakery products of plus quality and eye appeal," Mr. Herman comments. "Only a relatively small number of women who read these national advertisements actually bake out one of the cakes promoted in the copy, yet their interest and desire to serve one of the cakes is definitely aroused. Merchandising on the local level supported by interesting display permits the baker to tap a market for such a product beyond and above his regular clientele."

The results of bakers in such tie-in promotions bear out the contention of many sales experts in the field that a picture of a baked product in an advertisement, whether it is designed to promote the home-baked or bakery-bought product, is a good thing for the baking industry. The picture stimulates the desire of the consumer for a baked product. Then it is up to the baker, with tie-in promotion and sales effort, to stimulate the consumer to turn to the baker whenever she thinks of baked products.

Handbook for Bakery Sales Managers

Harold Wilder, who has been doing an outstanding job as executive secretary of the Virginia Bakers Council, Richmond, Va., has come up with something that has been needed by wholesale bakers throughout the country. It is a "Handbook for Bakery Sales Managers," a compilation of material from several sources all

of which relates to the merchandising job a wholesale baker should be doing through his retail outlets.

Harold's main theme is that the wholesale baker is, after all, in the grocery business. The handbook, handsomely presented in a zipper-closed portfolio, is designed for the use of bakery supervisors in their work with the grocers. It represents an effective and practical collection of Harold's extensive work in this field, presented in a way in which it can be used to good advantage.

Wholesale bakers throughout the country should do more in the way of better merchandising through their retail outlets. This handbook prepared by the Virginia Bakers Council is an outstanding example of what can be done by an aggressive group of wholesalers. It meets a need which has been evident for a long time.

The handbook is copyrighted by Mr. Wilder. It is currently available only to the members of the Virginia Bakers Council, including associate members.

While this handbook is designed for the use of Virginia Bakers Council members, it is hoped that it may spur others to work more intensively along these lines also.

Ad Headline Is a "Stopper"

Tide magazine, one of the business papers of the advertising profession, has a department in each issue in which particularly effective ad headlines are recognized. Tide calls them "stoppers." Recently a headline from one of the Bakers of America Program series rated attention from Tide, and deservedly so. This is the bakers' stopper:

"Bread keeps little beavers eager!"

Radio Spots on Enrichment

One of the best tie-in campaigns ever made available to bakers, in our opinion, is the series of radio transcriptions sponsored by Merck & Co. commemorating the 10th anniversary of the bread enrichment program. The series has been described in detail in earlier issues of The American Baker and it was our good fortune to attend an audition of some of the transcriptions a week or so ago.

The series as developed by Merck has everything a baker could ask for in a tie-in promotion. Big-name personalities are featured—Margaret O'Brien, Dane Clark, Frederic March and others. Several popular appeals are used. The Newfoundland survey results are dramatically told. The enrichment story is also related in a down-to-earth way; for example a father and daughter discuss the value of vitamins as they pack a school lunch box.

In addition, the series offers a va-

riety of transcriptions which can easily be incorporated into a baker's radio advertising schedule.

Many bakers are alert to these opportunities, and the response from the industry, Merck people say, is good. Even so, more bakers could use such tie-in campaigns effectively—for their own good and the good of the entire industry.

LOS ANGELES GROUP GROWS

LOS ANGELES—A 35% increase in membership in the Master Bakers Retail Assn., Los Angeles County, is reported by Phil Seitz, secretary. A special accounting service has been made available to members. Membership in the MBRA makes it possible to participate in group insurance. Among the newest members of the

association are the American Maid Bakery, Riddell's Bakery, Waldorf's Pastry Shop, Pic-Son Bakery and Glen Miller's Bakery.

—BREAD IS THE STAFF OF LIFE—

DR. JOHN H. TRUESDAIL NAMED BY OLIN FIRM

NEW YORK—Dr. John H. Truesdail has been appointed technical service manager of Olin Products Co., Inc., New York. The newly formed company is responsible for all sale and distribution of Olin cellophane, commercial production of which will begin in the fall.

A new mill for the production of cellophane is now undergoing completion on the plant site of the Ecusta Paper Corp. of Pisgah Forest, N.C., a subsidiary of Olin Industries, Inc., of East Alton, Ill.

Dr. Truesdail joins Olin Products after 13 years with E. I. Dupont de Nemours & Co., where for the past 5½ years he was technical superintendent of the film department at the Old Hickory, Tenn., plant.

Before that he was chemical assistance supervisor at the Du Pont Spruance rayon plant at Richmond, Va., and also did rayon research at the Buffalo, N.Y., plant. He was associated previously with Truesdail Laboratories of Los Angeles, a consulting service operated by his brother, Dr. Roger W. Truesdail.

Permanent headquarters for Olin Products Co., Inc., will be at 655 Madison Ave., New York City, after Aug. 1.



AIB SANITATION STUDENTS—Shown above are the 28 students from 10 states who attended the American Institute of Baking special course in bakery sanitation, held in Chicago June 12-14. Pie, cake, biscuit and bread bakers were included. Several firms registering have been subscribers to the AIB sanitation inspection training program, and others are planning to organize new plant programs or improve those now in effect, AIB reports. Registrations now are being accepted for the San Francisco course which will be held in October at Hotel Whitcomb. Complete information may be secured from Dr. Edward L. Holmes, director, department of bakery sanitation and safety, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill. Registering for the Chicago course were Wilbur Adams, Federal Chemical Co., Indianapolis; Bryce S. Averill, Mills Bakery, Detroit; Raymond Beggs, Midwest Biscuit Co., Burlington, Iowa; James P. Campbell, Ward Baking Co., Columbus, Ohio; Albert A. Cestra, Baur Baking Co., Pittsburgh; John C. Curley, Continental Baking Co., Chicago; Joseph A. Drobish, Ward Baking Co., Pittsburgh; Joseph Faraone, Lloyd J. Harris Pie Co., Chicago; Michael J. Feeney, Vogel-Ritt, Inc., Chicago; Arthur Gibson, Sentinel Laboratory, Springfield, Ill.; Vern E. Goodwin, Muller Grocer Baking Co., Grand Rapids, Mich.; Robert E. Keck, Ward Baking Co., Detroit; E. Leo Langer, Hall Baking Co., Cleveland; Clarence P. Martin, Hanscom Baking Corp., Long Island, N.Y.; Herbert W. Meyer, H. W. Conrad Bakery, Inc., Mokena, Ill.; Herman C. Millitzer, H & M Laboratories, Toledo; Frederick L. Owen, Omar Bakeries, Inc., Indianapolis; Meade E. Palmer, Cotton Bros. Baking Co., Alexandria, La.; Vito Pantaleo, National Biscuit Co., Chicago; Harold M. Peterson, Peter Pan, Davenport, Iowa; Juanita Pillers, Grennan Bakeries, Chicago; Kurt Pratel, Rose Extremator Co., Detroit; Richard G. Prescott, Protex Service, Inc., Chicago; LeRoy Shook, Orkin Exterminating Co., Atlanta, Ga.; Glen L. Stroud, Omar, Inc., Indianapolis; Robert M. Swisher, Albers Super Markets, Inc., Cincinnati; Paul McCabe, Marshall Fields & Co., Chicago, and George Nufer, the Marshwood Co., Oconomowoc, Wis.

Formulas

(Continued from page 21)

Temperature 76° F. Time 5 1/4 hr.

Dough:

35 lb. flour
27 lb. water (variable)
2 lb. salt
5 lb. sugar
8 lb. powdered whole milk
3 lb. shortening

Break up sponge in regular manner, adding powdered whole milk on top of flour and shortening when dough is 3/4 mixed.

Dough temperature 80° F. Floor time 20 min.

ORANGE BREAD

12 lb. 8 oz. flour
1 gal. water (variable)
4 oz. yeast
1 oz. yeast food
1 lb. 14 oz. diced orange peel
1 lb. shortening
10 oz. milk solids (non-fat)
8 oz. sugar
1/2 oz. lemon flavor
4 oz. salt

Method: Mix dough in regular stright procedure adding washed and drained diced orange peel when dough is 3/4 mixed.

Dough temperature 80°. First punch 1 hr. 30 min. Second punch 45 min. Bench 15 min.

Scaling weight 18 1/2 oz.

Use a small amount of steam while loading bread into the oven.

—BREAD IS THE STAFF OF LIFE—

BREAD DOUGH BULLETIN

CHICAGO—A paper presented by Sigurd T. Viren, J. R. Short Milling Co., Belmont, Mass. at the annual

meeting of the American Society of Bakery Engineers, is available in a 5-page bulletin released to members of the ASBE. The paper deals with white bread dough development. Copies are available from Victor E. Marx, secretary, Room 1354, La Salle Wacker Bldg., 121 W. Wacker Drive, Chicago.

—BREAD IS THE STAFF OF LIFE—

Food Technologist Defends Use of Chemicals in Foods

NEW YORK—Foods and agriculture are being affected by the chemical age just as clothing, shelter, sanitation and transportation and the use of chemicals in food should not be objected to, food technologists were told recently.

Speaking at the annual convention of the Institute of Food Technologists, Bernard L. Oser, director of the Food Research Laboratories, strongly defended the use of chemicals in foods if they are found to be beneficial.

Mr. Oser criticized the various unfavorable connotations of the word chemical.

"The word food," Mr. Oser said, "conveys a wholesome beneficial concept, whereas the word chemical seems to imply something sinister or poisonous."

Yet, he said, "one need not look far for evidence that a great many natural foods are not unqualifiedly nutritious or wholesome."

One of the problems today with growing populations, he said, is that we must produce more and better food. We must produce it more cheaply and we must be able to store it.

We must, therefore, Mr. Oser said, look at these problems from a practical point of view.

Calculating consumer wants in food was discussed by A. A. Schaal, Good Housekeeping Bureau.

Mr. Schaal said that because of the many conflicting jobs facing the homemaker—the amount of money she can spend, the best food buys, family taste and proper diet—she needs the manufacturers' help.

A recent survey shows the average homemaker is trying to balance the high cost of living by cutting food bills. The trend, Mr. Schaal said, is away from high-priced luxury foods.

Because women still "shop by impulse," Mr. Schaal stressed the importance of attractive packages. "If the performance of a new brand is in harmony with an attractive package, the old established brands may have a serious competitor," he said.

—BREAD IS THE STAFF OF LIFE—

CHANGES IN PERSONNEL MADE AT QM INSTITUTE

CHICAGO—Several staff appointments have been made at the Quar-

termaster Food and Container Institute for the Armed Forces at the Chicago Quartermaster Depot, U.S. Army. Lt. Col. Charles A. Shaunesey, Jr., assumed command of the institute Aug. 1, succeeding Lt. Col. Joseph Kujawski.

Lt. Col. Raymond R. Guehring has assumed command of the military operations office of the institute; Dr. Carl S. Pederson has been named to head the stability division, and Virgil O. Wodicka has been appointed assistant to the scientific director.



Centennial FLOURING MILLS CO.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.

DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR
PYRAMID CONE FLOUR
CENTENNIAL CAKE FLOUR
BLUESTEM and HARD WHEAT BAKERS FLOURS

6,500,000
Bushels
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J. F. IMBS MILLING CO. ST. LOUIS, MO.

Millers of Hard and Soft Wheat Flour

DAILY CAPACITY 4,200 CWTs. SACKS

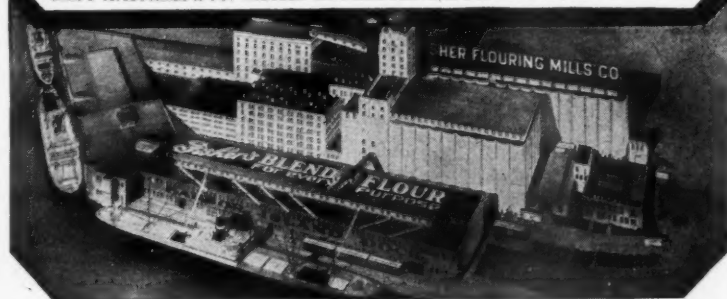
Fisher's

THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

FISHER FLOURING MILLS CO., SEATTLE, U.S.A.

Domestic and Export Millers

CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 25 Beaver Street, NEW YORK CITY



PRESTON-SHAFFER MILLING CO.

MERCHANT MILLERS

ESTABLISHED 1865

SOFT WHITE WINTER WHEAT FLOUR A SPECIALTY

Also Choice Blue-Stem and Hard
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WE INVITE EXPORT CORRESPONDENCE

General Offices: WALLA WALLA, WASHINGTON

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Arkansas City, Kansas

THE HIGGINSVILLE
FLOUR MILL
Higginsville, Missouri

DIXIE-PORTLAND
FLOUR MILLS
Richmond, Virginia

Capacity 14,000 Sacks Daily

SOUTHERN OFFICES: Memphis, Tennessee

One Ideal source of supply for all your flour needs
FAMILY • BAKERS • CRACKERS • CAKE



Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

Bread Crank Column

PAGEANT Magazine invites quotation from an article in its July issue which constitutes a venomous attack upon baker's bread. Here are some of the verbal wisps and weeds of misrepresentation, error and prejudice contained in the article, which alleges that "our daily bread—undeniably photogenic, soft, 'enriched'—is a phony":

"They (millers) squeeze wheat dry of its vitamins and minerals, put a few back and call the flour 'enriched.' Then they mix in some chemicals, say magic words and sell it to us for bread. Grandma is turning over in her grave. . . . Butter? Eggs? Milk? Merely figments of a baker's dream. Bleached white flour, air, water, a few synthetic vitamins, some highly questionable chemicals, and as little else as the baker thinks he can get away with are the ingredients of modern commercial bread. . . . The finished product is soggy, white as Kleenex, and just about as tasty. . . . According to nutritionists, the modern job is a dismal failure. Only a tiny handful of store-bought breads today can compare with the kind grandma used to make. . . . Fluffy 'stage' bread, one critic calls it.

"Most of the flour in this country is ground from wheat. The high-protein germ and bran between them contain at least 20 essential vitamins and minerals, perhaps more. You need them all for good health. The starchy part of the grain on the other hand, perhaps 82% of the whole, contains practically nothing but calories. And the starchy part is about all you get in ordinary white flour. . . . In the modern milling process, wheat is washed and cleaned and run through a series of great pulverizing steel rollers. The flour then is sifted through a silk 'bolting' cloth, and the darker, grainier bran and germ portions are screened out. This separation process may be repeated for as many as 180 times. . . . The nutritious bran and wheat-germ portions of the flour—called 'shorts' by the millers—are sold for livestock feed. . . . Why is flour bleached anyway? One reason is that, over the years, we, the people, have been bewitched, bothered and bludgeoned into desiring a dazzling whiteness in our bread even though there's absolutely no nutritional basis for it. All food scientists agree with Dr. Anton J. Carlson of the University of Chicago: 'It's a social custom and biological stupidity.' . . . Weevils and other insects don't like bleached flour. Or plain white flour either.

"Bread may be actually stale and still be deceptively soft. Various classes of chemicals commonly used to turn the softening trick have kitenish trade names like Tween, Span, Myrj and Sta-Soft. Their down-to-earth job is to prevent the evaporation of water from the bread keeping it slightly water-logged and soft. The bread's nutritive value meanwhile may be slipping away so that

you might as well be eating some slightly dampish cotton batting for all the good it does you. . . . According to a recent Department of Agriculture analysis the average bread has only 1½% milk. And the beauty of it—for the baker—is that you, the consumer, can't tell just by tasting it whether a bread has any milk in it. Like the daisies, bakers don't usually tell either. If one does, he never specifies the exact amount he uses, so that you can't know whether it's a drop-let or a pint. The chances are that if he used any more than the barest minimum, he'd shout the amount from the rooftops. . . . Still another objection to our bread is the fact that much of it contains plaster of paris. Finely ground up, of course, but still plaster of paris, otherwise known as gypsum or calcium sulfate.

"When you arrive at the final summing up, our daily bread makes a low nutritional score indeed. The flour in it is poverty-stricken and partly 'on relief.' It short-changes you on shortening and milk. And it's full of dubious chemical tricks designed more to get you to plunk down your hard coin than to give you good nutrition. . . . Even that gaudy wrapper does not do much except attract your eye. Bacteriologists say it's not really so necessary as we may think for reasonable safety from germs. After all, bread, cakes, pies and other baked goods you buy at the local bakeshop aren't pre-wrapped. . . . I asked one professional gourmet what he thought of our daily bread and its palatability. He gave a horse-laugh and commented: 'Shredded newspaper! Give

me the blackest bread on the steppes of Russia before one single slice of that pale gravestone stuff.' . . . The truth is that scandalously few Americans of this generation have ever known real bread, so how can they make any comparison? But the industry knows. And I, for one, am tired of the junk it is foisting upon us; I'm tired of being treated like a slightly backward moron. If the industry can make real, honest-to-goodness bread—and it certainly can—then for our health's sake, let's have it!"

Pageant identifies the "I" in this article, which is called, "Bread: Our Phony Staff of Life," as Michael Bakalar. To an inquiry, addressed to Pageant's editor, as to the further identity of Mr. Bakalar and his qualifications to speak on the subject of bread there has been no reply. Pageant is published by Hillman Periodicals, Inc., 535 Fifth Ave., New York City. It is pocket-size. The company publishes other magazines, romantic and comic. Pageant is said to have a circulation of around half a million.

In the ancient world, the Egyptians were known as the "bread eaters." Today in the New York Museum of Art there is a basket of bread baked by the Egyptians over 3,500 years ago. For a very long while wages were paid in breads. The peasant received three breads and two jugs of beer a day. Men of prime importance received up to 500 breads and 100 jugs of beer a day. Even the dead

kings were required to continue their bread diet after death, so the royal bakery accompanied them to their grave.

RADIO REVIEW—The portly Salem started out to buy a loaf of bread. But instead he found himself involved with a beautiful girl, treachery and murder, the ingredients for an exciting adventure on Mutual's "The Affairs of Peter Salem." The title of this release: "The Affair of the Perilous Pumpernickel."

Bread reigned supreme over the ancient world. The Egyptians based their entire administrative system upon it. The Jews gave it a prime place in the religious laws and ceremonies. The Romans conquered and ruled the world by it. And very special significance was brought to it by One who said, "I am the bread of life."

TAXES CUT PROFIT—Because of higher federal taxes and the excess profits tax, one eastern company reports that it can use only about 38¢ out of each dollar of the profit it earns to carry on business and pay dividends. Company officers said increased production would be necessary in order to keep up the current level of earnings.

Icings

(Continued from page 59)

provement over flour or starch. Commercial preparations of gums usually mixed with sugar are being used to an increasing extent. These are frequently blends of different gums, and in general are quite satisfactory. Because the different brands vary quite widely in strength, the manufacturers' directions should be followed.

Gelatin has been widely used for a long time and is well known. Considerable care is necessary in the use of the right amount of gelatin if a tough and rubbery icing is to be avoided. It must be completely dissolved, or dark spots are very likely to show up later in the icing. Usually about 3-5% on the basis of the water used.

Agar-agar is an excellent jelling agent, but is a little more difficult to handle. It should be boiled with part of the water before use. Only a small quantity, about 1-1½% based on the water forms a stable jelly. Here again quality is important. A good grade must be used or an off flavor will develop in the icing.

Alginates are a class of material somewhat similar to agar-agar and have been used widely in the baking and dairy industries for some time. There are a number of forms of the material on the market which vary widely in their properties, and it is necessary to use judgment in the selection of the proper one. Most alginates do not require boiling, but dissolve easily in very hot water.

Locust bean gum is a vegetable gum which does not require boiling with water in order to dissolve. From 3 to 5% based on water is the normal usage.

Tragacanth gum takes up water even in the cold so rapidly that if not handled properly, lumps will form which are very difficult to remove. About 4% based on water is the proper usage. The best way to dissolve this gum is to use a finely powdered product mixed with sugar.



ENRICHMENT EXHIBIT—Inspecting the Bakers of America Program's decennial enrichment exhibit at the recent Associated Retail Bakers of America convention in Pittsburgh are Theo. Staab, secretary, Pennsylvania Bakers Assn.; Guy Beaver, president, Pennsylvania Bakers Assn.; Conrad Schoemer, president, Retail Master Bakers Association of Western Pennsylvania, and Gust Maseizik, past president of the group. The easel display, based on the 10th anniversary of white bread enrichment promotion, is being made available to bakers' conventions by the Bakers of America Program. Kits which illustrate to the baker how he can tie his local advertising to the national campaign are being distributed at the conventions where the easel is appearing. The easel is 4 ft. high and 7 ft. wide. The display is in color and has a device which lights up the flame of the candles.



THE CASE OF THE SINISTER PEN

John R. Flynn

John R. Flynn

Same writer? Better leave it to an expert—you could be wrong. Actually, Flynn wrote both signatures. Similarities in the script led handwriting experts to the right conclusion—Flynn, with a broken right wrist, had signed an important document with his *left* hand.



EXTRA BAKE TEST and chemical analysis is made just before delivery.



Same flour! No need for an expert here—the name on the sack tells you the Atkinson brand you buy this time is exactly the same as last. We get uniformity through long runs, accurate milling, precise aging, double checks at every step. And remember, Bin-Aged* means that your flour is delivered fully aged, ready to use. For uniformity, switch to Atkinson.

ATKINSON MILLING CO.
MINNEAPOLIS, MINNESOTA



REG. U. S. PAT. OFF.

George J. Emrich

(Continued from page 18)

What is the remedy? Should the supervisor, although junior in service, give him a verbal toasting in front of the others? Lay him off for a week? Demote him to the bottom of the list? Obviously not.

The wise foreman catches Bill alone, after work or in a private office. He stresses the seriousness of these errors and their cost. He asks Bill's advice and help in correcting

this failing, listening with intent interest. He makes Bill a partner in the problem. Bill emerges with his self-esteem intact, his desire to cooperate salvaged.

2. Jim is one of those "kids," with two years' experience in the shop. He is bright and he takes pains to inform you of it. "I can do this job in my sleep," he crows. He also forgets the salt in a dough.

What is the remedy? The foreman displays the ruined bread prominently on the cripple rack. It is clearly marked—"Somebody forgot the salt. Who was asleep?" Of course, everybody knows that Jim made the error,

and he gets a full share of razzing.

A day or two later the foreman sees Jim privately. He warns him that continued carelessness may lead to discharge. He repeats the training instructions Jim had heard before, as well as a fool-proof procedure to avoid such mistakes. Then he tells him that he knows no reason why Jim can't be the best mixer in the city—if he uses the brains he has. Jim goes back to work a little humbler, a better man for his experience.

3. Bob is fast, nervous, trigger-tempered. "I know, I know," he snaps out, before the instructions are half finished. Then he rushes away to do

the job—the wrong way. He means well. He is capable of great effort. He just won't wait.

Bob requires patient handling. The foreman must firmly block him from the job until he has absorbed instructions, even at the loss of valuable working time. He must be a Gibraltar of calm against Bob's jitters. It will pay, because Bob is potentially too good to be wasted.

4. Chris is dull, torpid. He is dependable, never tardy, never morose. His only failing is the inability to grasp quickly the instructions that Bob or Jim learned easily. Knowing this, he resents "being treated like a child." He won't admit errors. "Nobody told me that way," he insists.

The foreman must use tact here, too. He uses ingenuity in presenting the instructions several ways to Chris. "By the way, Chris," he says, during the day, "I plumb forgot to tell you this morning to use that new lemon flavor in the Danish." He hadn't forgotten. In fact, this was the third time he has told Chris. This way, however, Chris could learn, and save his self-esteem. Pride is important to dull workers as well as to the bright ones.

It would be easy to go on endlessly listing the many snarls that occur daily in almost all industries. The vast industrial might of the U.S. is cramped and bedeviled by slow-downs, wildcat strikes, grievance stoppages, and other harassments. To the mind of the innocent worker, trapped in this bruising conflict, it must be akin to being tossed helplessly on a wild sea. The issues, such as they are, come to him in the angry atmosphere of the union meeting, with scarcely a hint of the employer's side of the argument.

The boss, whom he rarely sees, is a distant enigmatic figure, who gradually is emerging, in the worker's mind, as the source of all this trouble. The iron curtain is down between them. Until this is lifted, through enlightened supervision, through the extensive use of the personal interview, the house organ, the general meeting—until light is restored, the future will be one of strife.

—BREAD IS THE STAFF OF LIFE—



These "priceless" protective features are yours when you package sweet goods in laminated cartons or trays.

- 1. GREASEPROOF, MOISTUREPROOF PROTECTION** to keep the flavor and freshness in the product, and to keep it saleable longer, good-looking longer.
- 2. STURDY 3-PLY CONSTRUCTION** to withstand rough handling, resist crushing in the plant, in the store and in transit.
- 3. ATTRACTIVE APPEARANCE** to stimulate sales. The high-quality paperboard in laminated packages permits colorful designs and the use of attention-catching illustrations.

Laminated packages for your sweet goods can mean faster turnover, a better-quality product, a minimum of returns, a maximum of original sales and repeat sales.



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Chicago Carton Company, Chicago, Illinois

Container Corporation of America, Chicago, Illinois
Sutherland Paper Company, Kalamazoo, Michigan

Marathon Corporation, Menasha, Wisconsin

ROCKY MOUNTAIN BAKERS NAME COMMITTEE MEMBERS

DENVER—Committee assignments for 1951-52 have been announced by the Rocky Mountain Bakers Assn. The organization will hold its 1952 convention at the Albany Hotel in Denver June 8-9.

Committee chairmen and co-chairmen are Jack Jacobson, Kilpatrick Baking Co., Denver, and Rush Harris, Colorado Milling & Elevator Co., Denver, program; Glenn Swain, Old Homestead Bread Co., Denver, and James Holmes, Western Bakers Supply Co., Denver, finance; Charles Love, Rhodes Ranch Egg Co., Denver, and Orril Newcomb, Newcombs Bakery, Denver, membership; Bob Panneton, Red Star Yeast & Products Co., Denver, and Forrest Meyer, Colorado Milling & Elevator Co., publicity; Fred Linsenmaier, Linsenmaier Bakery Service, and Ted Kunde, Western Bakers Supply Co., arrangements; Bob Ferril, Anheuser-Busch, Inc., Denver, and F. William Freeze, Western Bakers Supply Co., hotel reservations; Arthur Vos, Jr., Macklem Baking Co., Denver, and L. J. Todhunter, L. J. Todhunter Co., Denver, nominations; Stan Self, Standard Brands, Inc., Denver, and Jack Astel, Rhodes Ranch Egg Co., entertainment; Mrs. Charles Love and Mrs. Bob Ferril, ladies auxiliary.

ABA Chairman Calls for Reawakening of Public Interest in Government; Charts Path for Bakers

ONE year ago, as had been customary for several years, Lee Marshall was an honored guest and principal speaker at this gathering. Certainly his spirit is with us today, to reaffirm his interest in your program. He would recommend to his fellow bakers, individually and collectively, to follow the path of cooperation which he pioneered for them himself, almost alone among bakers.

His interest in wheat improvement was a cornerstone in his development into one of the leading citizen-statesmen of the food industry. He loved this Middle West area and through his whole life his roots always remained here no matter where business required his actual residence.

His life always had a "grass roots" foundation, and from it came his growth as a great and good citizen. His services in every national sphere wherever required are so well known as to need no repetition now. What does bear repeating and worthwhile for us to consider today is that he set an example of good citizenship. Our great country needs as perhaps never before, since its inception, the active interest of all citizens to preserve good representative government. And yet, preoccupation with personal or economic affairs has caused millions of good people, including many of us, to ignore matters which concern their government and trust these great responsibilities to selfish political pressure groups.

These groups become powerful interests that can save or destroy an administration, and so administrations appease them at the expense of the vast majority of the citizens. The excuse for our preoccupation usu-

EDITOR'S NOTE: The accompanying article is the essential text of an address given by John T. McCarthy, Jersey Bread Co., Toledo, chairman of the board of governors of the American Bakers Assn., at the annual field day of the Kansas Wheat Improvement Assn. held near Kansas City. The late M. Lee Marshall, former head of the Continental Baking Co., who is mentioned in Mr. McCarthy's talk, was the subject of an address at the field day by Raymond K. Stritzinger, chairman of the board of the Continental Baking Co.

ally is that most of us are caught in a squeeze between confiscatory taxation and the high cost of maintaining our own family establishments.

Leaving our national affairs, which are the source of our troubles, in the hands of professional politicians, presumes that they can do what we ought to be doing better than we can ourselves.

I do not believe they can or will do better.

It is not my purpose to disparage the word "politician" if by that word is meant a person who devotes time to the science of government. Many of them are splendidly trained, fine people. Neither are my remarks pro or con any political party or platform.

What I refer to is the duty of all good citizens to seek out the best man for every office, observe his performance, criticize error and do all possible to replace incompetent or dishonest officials.

Disturbing Trend

Whatever the cause, whether it be the failure of men or of parties, the greatest question in the future of everyone of us today is the disturbing trend in our national and international affairs.

On every side, we see a generally apathetic attitude on the part of good people who ought collectively to be an aroused citizenry demanding an accounting of stewardship and then setting affairs to right.

How has it come to pass that millions of people who have great competence and "know how" in their own affairs become collectively a nation which has lost its "know how" of dealing with all enemies of our kind of government and our way of life and lost historic confidence in its own strength?

"Better wheat makes it better for all of us." To this we all subscribe, but we would be dull-witted indeed if we were to believe our individual affairs, no matter how hard we work, could maintain a state of well-being while the nation moves daily into a more and more unhappy condition.

An active, intelligent interest at every governmental level is the priceless ingredient needed, now to preserve and safeguard all we have or hope to have.

Growth of Controls

Failure of people to accept their civic responsibilities is a principal reason for the steady increase in centralized government in our generation and in the frequent resort to government controls of one kind or another. As one fails, another is introduced, putting an ever firmer

straight jacket on the individual initiative which contributed so importantly to the growth of America.

The latest of the regimentation crew, the price controllers, now want their authority and power greatly increased. They want authority to license business and power to cancel the license for infraction of their edicts.

These are devices of dictators, not of democracies, but they will be adopted unless citizens soon object.

There are people in government today who believe everything in our previous way of life and of government is wrong and that things must be changed.

After our revolution in 1776, the civilized world did not believe that people could rule themselves. They did not believe it was possible to have "government of the people, by the people and for the people." But for more than 100 years, Americans proved it could be done and did it, and built a great country at the same time.

Now, some people in high places again believe the people not competent to think for themselves, and unfortunately, by failure to act and assert our competence we, the people, are in effect agreeing with those who seek to change our way of life.

We inherited at the beginning of this century the best system of government the world had ever known, which created more good for more

people in a shorter period of time than ever had been done before or since.

Unless by a sharp about-face, we can change the trend of our national affairs to preserve the ideals of the past, we will fail completely to live up to the traditions, the thinking, the genius and the inspiration of those great founding fathers who created this nation of ours.

I believe the food industry has, to a greater extent than in some others, an appreciation of responsibility to the public interest which is one phase of good citizenship.

Here we are wheat farmers, grain handlers, flour millers and bakers, working together to make constant improvement in the quality of our wheat, flour and bread and bakery products. The Wheat Flour Institute, the American Institute of Baking, and the Bakers of America Program are all additional evidence of our determination to constantly meet the ever more exacting demands of the consuming public.

Criticisms Heard

But, in spite of all our efforts, we still hear criticisms of bread which strengthens men's lives and hence is called the "staff of life." Our good American white bread is another American institution which is being criticized while elsewhere in the world people would do anything in their power to have it.

It is true that mostly faddists and fanatics criticize, but they influence a constantly enlarging circle of people.

We believe we have an obligation to correct erroneous statements when

CONVENTION CALENDAR

Sept. 14-15—Virginia Bakers Council; Natural Bridge, Va.; exec. sec., Harold K. Wilder, 804 Life Insurance Co. of Virginia Bldg., Richmond.

Sept. 16-18 — Southern Bakers Assn., Production Conference; Biltmore Hotel, Atlanta, Ga.; sec., E. P. Cline, 703 Henry Grady Bldg., 26 Cain St., N. W., Atlanta 3.

Oct. 13-17 — American Bakers Assn.; Hotel Sherman, Chicago; ABA headquarters, 20 N. Wacker Drive, Chicago 6.

Oct. 23—Connecticut Bakers Assn., Barnum Hotel, Bridgeport, Conn.; sec., Charles Barr, 584 Campbell Ave., West Haven 16, Conn.

Oct. 23-25—American Institute of Baking Sanitation Short Course; Hotel Whitecomb, San Francisco. Details from Dr. Edward L. Holmes, director of sanitation, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill.

Oct. 28-30—Kentucky Master Bakers Assn.; Phoenix Hotel, Lexington; sec., Charles Heitzman, Heitzman Bakery, Louisville.

Nov. 11-13—New England Bakers Assn.; fall convention and exhibit; Boston, Mass.; Statler Hotel; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

1952

Jan. 27-29—Potomac States Bakers Assn., and Bakers Club of Baltimore; Lord Baltimore Hotel, Baltimore, Md.; sec., Emmet Gary, 16 McClellan Place, Baltimore 1.

March 16-18 — Associated Retail Bakers of America; Shoreham Hotel, Washington, D.C.; sec., Trudy Schurr, 735 W. Sheridan Road, Chicago 13.

April 20-22 — Tri-State Bakers

Assn., Jung Hotel, New Orleans; sec., Sidney Baudier, Jr., 204 Board of Trade Bldg., New Orleans 12.

April 20-23—Lake Michigan States Bakers Conference, Sherman Hotel, Chicago; sec., T. E. Dallas, 53 W. Jackson Blvd., Chicago.

April 21-23 — Pacific Northwest Bakers Conference Multnomah Hotel, Portland, Oregon; sec., Roger Williams, 1138 Jefferson St., Salem, Ore.

April 28-30—Texas Bakers Assn., Plaza Hotel, San Antonio; sec., Mrs. Gertrude Goodman, 1134 National City Bank Bldg., Dallas 1, Texas.

May 1-3—Southern Bakers Assn., Biltmore Hotel, Atlanta, Ga.; sec., E. P. Cline, 703 Henry Grady Bldg., 26 Cain St., N. W., Atlanta 3.

May 12-13—Associated Bakers of Minnesota, St. Paul Hotel, St. Paul, sec., J. M. Long, 623 14th Ave., S. E. Minneapolis.

June 7-10—New England Bakers Assn., annual spring meeting, North-by-the-Sea, Portsmouth, N. H.; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

June 8-9—Rocky Mountain Bakers Assn., Albany Hotel, Denver; sec., T. W. Kunde, Western Bakers Supply Co., 1727 Wazee St., Denver 17, Colo.

June 14-16—Bakers Association of the Carolinas; Ocean Forest Hotel, Myrtle Beach, S. C.; sec., Louise Skillman, Myrtle Apts. No. 4, Charlotte, S. N. C.

June 22-25—Potomac States Bakers Assn. and Bakers Club of Baltimore; The Cavalier, Virginia Beach, W. Va.; sec., Emmet Gary, 16 McClellan Place, Baltimore, 1.



J. A. Smith

PROMOTED—J. A. Smith has been elected to the newly created post of vice president in charge of sales at the W. E. Long Co., Chicago, according to an announcement by E. E. Hanson, president. A veteran of 29 years in the baking industry, Mr. Smith has been identified with bakery sales, supervision, merchandising and management problems. With the W. E. Long Co. since 1928, he was with the Continental Baking Co. prior to that time, rising from route salesman to general manager in six years.



FORM BAKERY GROUP—Officers of the newly formed Greater St. Louis Bakery Production Club are shown in the illustration above. From left to right, they are: R. R. Zimmerman, Cahokia Flour Co., St. Louis, second vice president; Harold M. Freund, Walter Freund Bread Co., St. Louis, president; E. J. Eschenroeder, the Kroger Co., St. Louis, third vice president; (standing, left to right), O. R. Frisinger, Flavorite Products Co., St. Louis, member of the executive board; J. Van Hagg, Continental Baking Co., St. Louis, treasurer; M. J. Swortfiguer, the Kroger Co., member of the executive board, and F. Callicotte, Waxide Paper Co., St. Louis, secretary. E. V. Seibert, Noll Baking Co., Alton, Ill., first vice president, was not present when the picture was taken.

they fall within the scope of our specialized knowledge.

Therefore, the Bakers of America Program has decided to expand its public relations department and activities. We want to spread to every person in America knowledge of the greatness and essentiality of bakery products.

We want to broaden to an even greater degree than we have to date the importance of bread in a healthful, well rounded diet. We will seek to build an even more widespread knowledge of such things as the Wheat Flour Institute's research on weight reducing diets, which require bread at every meal.

In this tenth anniversary of vitamin and mineral enrichment we have distributed to more than 6,000 newspapers, a thousand radio stations and a hundred magazines, news and feature stories which have emphasized the great importance of bread in building a better health in America today.

Our national advertisement, written and signed by Dr. Elmer Henderson, president of the American Medical Assn., and bearing the statements of the nation's leading nutritionists, will have reached more than 50 million readers by the end of this year.

Activity Broadened

We are broadening our activity so as to insure in time to come that every person who can be reached in any way will be reached, and we will acquaint them of additional facts of our industry, with which all of you may be familiar but many consumers are not.

All this will be done as a part of our campaign to build not only a bigger and better baking industry, but in addition, to build a steady expansion in the market for the grain produced in this state and in others. We bakers now take annually 300 million bushels of wheat, 300 million pounds of eggs, nearly 300 million pounds of milk, a billion pounds of shortenings and millions of pounds of other products of American farms. We can be an even bigger customer of the farmer in years to come if we continue to strengthen our advertis-

ing, public relations, consumer education and merchandising campaign in years to come—and let me assure you that we fully expect to do.

But, ready answers to critics and dependence on an historical appreciation of the "staff of life" are not enough for good public relations.

We need a sensitive knowledge of what people are thinking about our product. We must anticipate, as far as we can, changes in tastes and in choices of products.

From time to time, a formula, a method, a product, a taste or flavor will be extolled or criticized. This is natural for people are entitled to their opinions and to the right of expressing them.

From these expressions we may learn the trend of people's taste.

But there are other critics whose interest centers in one or another of the usual components of a good bread formula. These people, on the basis of their own opinion or for their purely selfish interests, from time to time agitate for legal requirements for inclusion of stated quantities of their products in every bread formula.

There are many such people in government and other influential circles. No good citizen will fail to notice that regulations of this type are the kind that hamper rather than help our efforts to increase the consumption of wheat.

The people will be served, they will get whatever best suits them, and in this our white bread is no exception.

Whether those longest in the baking business, and those presently most firmly entrenched, will best satisfy future demands remains to be seen.

If they do not, it certainly is a nice challenge to new people with imagination to do the job. The opportunity is open to all.

Challenge to Bakers

All good bakers will rise to meet the challenge of taking this good wheat, which efforts like those exemplified here have so steadily improved, and strive hard to make bread and bakery products of constantly better quality and value.

The path of progress is not to revert back to primitive, unrefined types of food, nor to follow those who are so emotionally concerned that you should have this or that kind of food, or this or that much.

Our path is in more and more research to learn what man needs for complete health and to devise ways and means to deliver our natural proportion of the requirements to the dinner tables as cheaply as possible and in the most appetizing forms.

Your work here deserves, and I know it will get, the same support from all bakers which Lee Marshall so generously gave to you. Certainly, without your help and your accomplishments, the relative ease of production of good bread everywhere in America that prevails today would not be possible.

You have helped tremendously in the success of the baking industry and of every baker. Appreciation and support of things that help us is an attribute of good citizenship.

Surely no one of us who is successful will be so naive as to accord his achievements to his own unaided efforts.

Nor will any of you be unconscious of the past social order in this country without whose continuous support and vigilant protection the greatness of America in which we have participated, could never have come to pass.

We cannot hope to have an America safe for its citizens to build soundly for themselves if the citizens themselves do not want to take on the burdens and risks of citizenship.

Better wheat makes it better for all of us. Let's have better citizenship to keep it that way.

What is needed now for the benefit of all of us is men to lift themselves out of their narrow sphere into the broader sphere of civic activity.

Crises demand decisions. There certainly is a crisis in this country.

On our decisions, of all of us as citizens, depends the future of all our people, our hopes and all our plans. Let us make right decisions.

—BREAD IS THE STAFF OF LIFE—

GERMICIDES RUSHED TO FLOOD AREA BAKERIES

NEW YORK — Food processing plants in the hard-hit flood area around Manhattan, Kansas, badly in need of supplies of plant sanitizing agents received emergency shipments of the germicide "Roccal" despite the failure of routine transportation, it was learned by the headquarters office of Sterwin Chemicals, Inc., New York.

The Cary Co., Manhattan, Kansas, normally covers central Kansas; but its supplies were quickly exhausted.

L. L. McAninch of the company's Kansas City office, was credited with a "one-man" effort that overcame the emergency conditions. Mr. McAninch flew to Salina. The Dallas office rushed shipment as far as that city. Mr. McAninch rented a truck, helped load the material, and drove 200 miles in the devastated area, delivering supplies to plants cleaning up after the flood.

—BREAD IS THE STAFF OF LIFE—

SOUTHERN TIER CLAMBAKE

BINGHAMTON, N.Y.—Some 200 members of the trade attended the second annual mixed clambake of the Southern Tier Bakers Assn. Aug. 7 at Mountain Top Grove. The program, beginning at noon, included dancing, athletic contests and games. Edward Hall was chairman of the outing, assisted by William Coyle, Charles Purcell, Jerome Page and Frank Forbes.

Controls

(Continued from page 11)

creases now available for agricultural commodities selling below legal minimum price ceilings will continue to be available to processors of these commodities and would remain as a variable cost factor in bakery goods and products.

None of the provisions of the new law as cited above apply to agricultural commodities whose price ceiling may not be set below parity. But on those few commodities which were selling at the alternative price ceiling of the highest price prevailing between May 24-June 24, 1950, OPS is authorized to set a price ceiling which would roughly represent 90% of those price peaks, but still not below parity. This would correspond to the 10% rollback on beef cattle which Congress approved when it renewed the Defense Production Act.

As to the wholesale and retail aspects of the new law, it is required that these sellers be granted their historical percentage mark-up on their full cost of supplies. Under the previous OPS policy, sellers of products processed from agricultural commodities were permitted their historical mark-up percentage but only on their base period price and the increases which were made on the pass-through provisions regarding agricultural commodities had to be taken in terms of actual dollars and cents price increases to which the mark-up margin could not be applied.

Prospects for Bakers' Order

When a bakers' order can now be drafted and issued becomes a matter of speculation subject to a determination of pricing policy by the ESA. In fact, work on the draft of the order probably will have to be suspended until a new price policy is announced. Petitions for adjustment authorized under the amended law, while available to all sellers either under GCPR or specific regulations, will be somewhat meaningless since the operating staff would have no standards upon which to measure the petitions and an applicant for relief likewise would have nothing on which to base his appeal.

In one respect the baking industry is fortunate: An order for that industry under the new law should be clear and not require appeals or petitions for adjustment by virtually all sellers, a condition under which sellers governed by CPR 22 now find themselves. Where there have been specific price orders issued as the CPR 22 or the import order CPR 31, sellers now must continue under the original provisions as written under the original Defense Production Act terms and then must petition OPS for the adjustment which is to be authorized. It is seen that OPS will be swamped with such petitions for relief and the under-staffed condition of the agency will delay for weeks or even months any action on these appeals.

Assisting in the formulation of the new price technique under the new law will be former OPA price executive Geoffrey N. Baker, who will relieve temporarily Edward S. Phelps as assistant price director of OPS.

—BREAD IS THE STAFF OF LIFE—

SCRANTON OUTING

SCRANTON, PA.—The Scranton Bakers Club will hold its annual outing at Fox Hill Country Club Aug. 14. Golf and other sports for both men and women are on the schedule.

Virginia Bakers Set Early Plans for Fall Meeting

RICHMOND, VA. — A tentative program for the fifth annual fall meeting and conference of the Virginia Bakers Council, Inc., to be held at Natural Bridge, Va., Sept. 14-15, has been announced by the organization.

The annual business session is scheduled for 2 p.m. Sept. 14. L. E. Duncan, Merchant's Bakery, Inc., Norfolk, Va., president, will be in charge of the business meeting, which will include reports by officers, a review of the Washington situation, open forum and discussion and a panel discussion on merchandising.

Also on the conference schedule are a showing of a new motion picture on the baking industry, the president's luncheon, annual allied trades hospitality hour, buffet dinner and square dancing, a tour for the ladies through the James Lees & Sons carpet factory and the Standard Brands, Inc., annual cocktail party.

Among the highlights will be the annual visit to the Illumination and the Pageant at Natural Bridge.

The registration fee will be \$2 a person, with no charge for children under 12.

—BREAD IS THE STAFF OF LIFE—

MINNESOTA BAKER-ALLIED MEET WON BY JOHN ROSS

MINNEAPOLIS—John Ross, Storvick's Bakery, Minneapolis, was the top golf winner at the 21st annual Minnesota Baker-Allied Golf Tournament and Play Day held at the Golden Valley Golf Club here July 31. He was presented the John O. Lanpher trophy for his low net score.

Winner of the low gross prize was Steve M. Treacy, Commander-Larabee Milling Co., Minneapolis.

In addition to the top golf awards, several blind bogey and door prizes were presented at the evening dinner of the all-day affair which drew an

attendance of approximately 125 bakers and allied tradesmen. A total of 120 golfers participated in the tournament.

The Lanpher trophy is now awarded for permanent possession by the tournament winner. In previous years the trophy was held by the winner for one year only. The original cup is now being retired and a smaller trophy is being awarded each year.

Co-chairmen for the 1952 event will be Ed Booth, Regan Bros. Co., Minneapolis, and Martin Olson, Bungalow Bake Shop, St. Paul. Fred Carlson, Paramount Baking Co., St. Paul, served as general chairman of the 1951 outing.

—BREAD IS THE STAFF OF LIFE—

ARTHUR GODFREY TIPS HIS HAT TO BAKERS

NEW YORK—Dr. Louis Bauer, president-elect of the American Medical Assn., gave bread a heavy vote of approval recently on Arthur Godfrey's radio show, sponsored by Pillsbury Mills, Inc.

Dr. Bauer gave credit to enriched bakery products for such things as the increased height of college students, the constant breaking of athletic records, the increased life span, and "the astonishing manner in which middle-aged women take up careers and the very handsomeness of our young folk. It all means to me that we are doing a better job for health than we have ever done before."

Mr. Godfrey also had a boost for bread.

"...Something that plays a big, important part in our lives, and yet it's so common—so plentiful—so readily available in this fortunate country that we sort of take it for granted—like the air we breathe. I'm talking about our good bread."

"Ninety-five percent of the bread eaten in this country is baked by bakers. So let's tip our hats to the baker in America—the baker who operates his own retail shop, the baker who keeps fresh baked products on your grocer's shelves, the baker who calls at your door. The bakers deserve a pat on the back from all of us—for supplying us with such good, appetizing bread, cakes, rolls and pies made from the



GRADUATION DAY—Louis E. Caster, right, Keig-Stevens Baking Co., Rockford, Ill., chairman of the board and president of the American Institute of Baking, is shown above presenting an AIB graduation certificate to C. Harvey Lebo, Sunbury, Pa., class president. Looking on is William Walmsley, principal emeritus. Mr. Caster presented certificates to 58 students at the graduation early in July.

finest ingredients, at prices that make them one of the most economical foods we can buy."

—BREAD IS THE STAFF OF LIFE—

MINIMUM WAGE BOOST

BOSTON—The Massachusetts Minimum Wage Commission has approved a 75¢ hourly minimum wage for baking and allied industry workers with at least 600 hours of experience, with a minimum of 65¢ for those with less experience.

—BREAD IS THE STAFF OF LIFE—

CHICAGO BAKERS CLUB HOLDS AIB OPEN HOUSE

CHICAGO—Students and faculty members of the American Institute of Baking were guests at the second AIB Open House of the Bakers Club of Chicago, held in the quarters of the club at the Sherman Hotel here Aug. 8. The first such occasion was held last April 18.

The event, Bakers Club officials say, gives students and active trade members a chance to get together.

—BREAD IS THE STAFF OF LIFE—

AIB Laboratory Head Gives Report on Bread Staling

CHICAGO—Bread staling studies conducted by the laboratories of the American Institute of Baking were reviewed by Donald F. Meisner, director of laboratories, at the 11th annual meeting of the Institute of Food Technologists, held recently in New York.

The paper, entitled "The Present Status of the Theory of Bread Staling," was prepared by Mr. Meisner and W. G. Bechtel, AIB chemist. Emphasizing the need for conducting laboratory tests, both physical and taste, the report stated that the laboratory tests may represent only changes which occur in aging rather than a measure of true staling.

As a part of the U.S. Department of Agriculture's continuing research on staling, the investigations by the institute laboratories are under the direct supervision of the Production and Marketing Administration. They are financed through provisions of the Research and Marketing Act of 1946.

Indiana Bakers Hear About Part in Civil Defense

INDIANAPOLIS—A discussion of the bakers' part in civil defense was a highlight of a business conference and golf party held by the Indiana Bakers Assn. here July 22-23. Lt. Fred E. Cretors, Indiana civil defense director, told the bakers that they had an important part to play in the civil defense program.

Charles P. Ehlers, secretary and manager of the association, was directed to revive the Indiana Bakers Council by having a baker in each of 11 districts who would act for the industry in organizing the civil defense program.

Searing East, Office of Price Stabilization counsel, also appeared on the program with an explanation of OPS regulations and how they affect the baking industry. Bernard E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., president of the Associated Retail Bakers of America, brought greetings from his organization.

After a general discussion period, the bakers divided into retail, wholesale and allied groups for talks on subjects affecting each segment.

The golf party was held July 23 and a dinner was served in the evening. Harold West, West Baking Co., association president, was in charge of the two-day session, assisted by Richard Worland, Dietzen's Bakery, Kokomo, vice president.

INDIANA ALLIEDS ELECT

INDIANAPOLIS—Fred W. Kraft, Standard Brands, Inc., Fort Wayne, was elected president of the Indiana Bakers Allied Trades Assn. at the annual Indiana bakers' outing here July 22-23. Others named were William Leman, Tennant & Hoyt Co., Bremen, Ind., and George Arnold Standard Brands, Inc., Cincinnati, secretary-treasurer.



AT MINNESOTA BAKERS' OUTING—The 21st annual Minnesota Bakers-Allied Golf Tournament and Play Day, held July 31 at Golden Valley Golf Club near Minneapolis, had just been pronounced a success when planning was begun for next year's event. Above are some of the men responsible for the planning. Left to right, they are: Ed Booth, Regan Bros. Co., Minneapolis; Martin Olson, Bungalow Bake Shop, St. Paul; Fred Carlson, Paramount Baking Co., St. Paul, and J. M. Long, secretary of the Associated Bakers of Minnesota, Minneapolis. Mr. Booth and Mr. Olson will serve as co-chairmen of the 1952 outing and Mr. Carlson was general chairman of the 1951 affair. Mr. Olson and Mr. Carlson are holding the John O. Lanpher trophy, which was presented to the top golf winner of the event, John Ross, Storvick's Bakery, Minneapolis.



Louis W. Haas



E. Elmer Hanson

TO HEAD W. E. LONG CO.—Louis W. Haas has been elected chairman of the board of directors of the W. E. Long Co., Chicago, succeeding W. E. Long, founder of the company, who resigned the position recently. (See news story on page 62 of the July issue.) E. Elmer Hanson, formerly executive vice president, was elected president. Mr. Haas, who has served the company as president since 1949, joined the firm in 1919, taking a prominent part in the development of the Long laboratory and products control services. Mr. Hanson has been with the company since 1923, except for a 9-year leave of absence, and has been director of the managerial accounting division and the management advisory service.

MOSTLY PERSONAL

James C. Hightower, Jr., general manager of the Durham (N.C.) Baking Co. and president of the Bakers Association of the Carolinas, returned recently from Colorado Springs, Colo., where he attended the annual convention of Sertoma Clubs. On his return to Durham, Mr. Hightower was installed as president of the local Sertoma organization.

William Wolfarth, president of the Cushman Baking Co. and mayor of Miami, Fla., and **Mrs. Wolfarth** recently announced the birth of a son.

Mrs. Harvey L. Williamson, owner of the Durham (N.C.) Baking Co. and Made-Rite Bakery, Inc., Rocky Mount, N.C., recently underwent an operation at a Durham hospital.

Richard Bingham, manager of the sweet goods department of the Fuchs Baking Co., South Miami, Fla., is recovering from an operation.

John B. Engstrom, mechanical superintendent for The American Baker, has been named editor of the Minneccrafter, official publication of the Minneapolis Club of Printing House Craftsmen.

George Lee, office manager for Standard Brands, Inc., at Miami, Fla., and **Mrs. Lee**, the former Jean Marion, returned recently from their honeymoon.

Earl P. Drake has been named sales manager for the Ann Palmer Bakeries in Portland, Ore., according to an announcement by **Kenneth L. Hollis**, president. Mr. Drake, a graduate of the American Institute of Baking and a member of the American Society of Bakery Engineers, for-

merly was a field representative of the C. J. Patterson Co. and was with the Continental Baking Co. sales department about eight years.

Charles B. Howard, sales manager of the Rubel Baking Co., Cincinnati, retired recently after 25 years with the firm. Company officials gave a testimonial dinner in his honor, and he was presented with a number of gifts.

James C. Tobin has been named film and sheeting salesman for the Chicago area of the Dow Chemical

Co., according to an announcement by **Donald L. Gibb**, manager of the plastic sales department, Midland, Mich.

E. J. Wittock, operator of the Big Joe Bakery at Rhinelander, Wis. has been elected a director of the Rhinelander Chamber of Commerce.

Rhudy E. Bemmels, Chicago flour broker for almost 20 years, was honored at the 26th anniversary outing of the Chicago Association of Flour Distributors July 17 for his service to the industry.

Doris K. Myers has been promoted to supervisor of the bakery sections of all Fred Meyer stores in Portland, Ore. She started with the firm in 1942.

Lester C. Carle has been promoted from assistant sales manager to sales manager for the Rubel Baking Co. at Cincinnati. He has been with the firm 17 years, and has served as route salesman, route supervisor and head supervisor.

E. L. Jones has been named treasurer of all the Weston Biscuit Co. plants in the U.S., and **J. C. McMullen** has been named vice president of the company and general manager of operations associated with the Passaic plant division.

W. J. Butler has been appointed manager of the Elmira, N.Y., bread bakery of the National Biscuit Co. He has been associated with the firm for 19 years and recently was sales manager at the Buffalo plant.

Clarence H. Yohn, special consultant for clients of the W. E. Long Co. for 15 years and associated with the company 24 years, has received his license to practice law and has been admitted to the Illinois state bar. He will continue his association with the Long firm.

J. C. McMullen has been appointed vice president and general manager of all operations associated with Passaic plant division of the Weston



Dr. Robert W. English

TO AIB POST — Dr. Robert W. English, formerly associate professor of industrial education at Southern Illinois University, has joined the American Institute of Baking, Chicago, to fill the newly created post of director of education. He will direct the expanding program of the AIB's School of Baking.

Biscuit Co., Inc. **E. L. Jones** has been named secretary-treasurer of all the company's plants in the U.S.

The General Foods Corp. has appointed **Willard Paul**, formerly sales manager for the Post cereals division, as district sales manager in New York. With the company since 1922, he succeeds **R. J. Schrecongost**, now Cincinnati district sales manager.

J. E. McIntyre, manager of the Jacksonville, Fla., plant of the Ward Baking Co. since 1938, has completed 25 years of service with the company. He started with the firm in Detroit and later went to Birmingham, Ala., and Columbus, Ohio.

ST. LOUIS BAKERS PICNIC

ST. LOUIS—The St. Louis Master Bakers Assn. held an outdoor July meeting at a suburban picnic grounds, with an annual softball game between the North bakers and South bakers as the principal sports event. The North bakers won. **Richard Sattler**, Sattler Bakery, vice president of the association, was in charge of arrangements.

SIEBEL INSTITUTE ALUMNI ELECT E. J. LAUTERBUR

CHICAGO—The alumni association of the Siebel Institute of Technology has elected **Edward J. Lauterbur** as its president, according to an announcement received from **Burl Lepird**, retiring president of the Siebel Alumni Assn., and production manager of Beier's Iowa Bakers, Clinton, Iowa. The election took place in July and included the selection of four vice presidents, a secretary and a treasurer.

Mr. Lauterbur, graduate of the class of 1921, is sales production manager of the Hobart Manufacturing Co., Troy, Ohio. He and his slate of officers will serve a term of two years. The officers also constitute the association's executive board.

Elmer Trautman, general produc-



FISHING JAUNT A SUCCESS—The group of New York bakers and flour distributors pictured above turned in a good catch of school tuna in a day's fishing out of Brielle, N.J., July 21 with **John A. Repetti**, King Midas Flour Mills, acting as host. The catch was actually twice the size indicated but could not be displayed on the racks provided. Pictured from left to right are: **Emil Fink**, Fink Baking Co.; **D. Appel**, Fried & Appel; **John Repetti**; **Capt. Meir**, skipper of the craft and his first mate; **Harry Miller**, Miller Bakeries; **George R. Flach**, Standard Milling Co., and **William D. Bleier**.

tion manager of the Hathway Bakeries, Brighton, Mass., was elected first vice president. Don L. Sperry, vice president in charge of sales of the Petersen Oven Co., Franklin Park, Ill., is the new second vice president. The third vice president is Earl B. Cox, vice president and production manager of Helms Bakeries, Inc., Los Angeles.

Mr. Cox also is president of the American Society of Bakery Engineers. Frank Michalak, divisional sales manager, the Brolite Co., Atlanta, Ga., was elected fourth vice president.

George Chussler, Bakers Weekly, Chicago, a past president, was re-elected secretary, and Raymond E. Siebel, vice president of the Siebel Institute of Technology, Chicago, was re-elected treasurer. Mr. Lepird was elected a member of the executive board.

WISCONSIN BAKERS READY FOR ANNUAL GOLF PARTY

MILWAUKEE—The Wisconsin Bakers Assn., with the cooperation of the Wisconsin Flour & Bakers Allied Trades Assn., will stage its second annual golf tournament and summer outing at Lake Lawn Resort, Delavan, Wis., Sept. 17, according to Fred Laufenburg, secretary of the bakers' association.

The outing for bakers and allied tradesmen will feature an extensive, day-long program to include a golf

tournament, a fishing contest, horse-shoe pitching, boating, baseball and other events. Several of the activities will qualify participants for prizes and awards to be furnished by allied tradesmen.

Golfers will vie for several traveling trophies and other awards based on low gross and low net scores and other golfing events.

In the fishing contest, prizes will go to the fisherman bringing in the largest catch, and the heaviest individual fish.

Tee-off for the golf tournament is 9:30 a.m. Tee-off time will extend through until 2 p.m. Trophies and other awards will be presented to winners during the banquet starting at 7 p.m., when attendance prizes will also be distributed.

DISTRIBUTOR NAMED

PORTLAND, ORE.—The H. C. Rhodes Bakery Equipment Co. of Portland has been appointed exclusive distributor for Dietz freezers in 11 western states, according to W. J. Lynch, assistant manager.

WADE W. REECE, FOUNDER OF ENGINEER FIRM, DIES

CHICAGO—Wade W. Reece, 66, founder of the W. W. Reece Engineering Service and a well known bakery engineer, died July 30. A graduate engineer from the University of Illinois, he joined the Schultze Baking Co. in 1916, and there helped utilize the newly-invented bread wrapping machines and other equipment beginning to appear in the industry.

In 1924 he developed the bakery engineering department of the W. E. Long Co., and he managed the department until 1948. He then organized the W. W. Reece firm, which provided plant design and advisory service to bakers and allied machinery manufacturers.

Mr. Reece was manager of the World Fair's information bureau of the Bakers Courtesy Club, and he served as chairman of the Standards Committee of the American Society of Bakery Engineers.

BAKERS CLUB OF CHICAGO PLANS SECOND GOLF DAY

CHICAGO—The second golf outing of the season for the Bakers Club of Chicago is planned for Aug. 21 at the Elmhurst Country Club near Chicago.

The festivities will get under way at 8 a.m., with golf, horseshoes, a luncheon and dinner on the day's program. Golfers will be competing for the coveted president's cup. They must tee off between 8 a.m. and 2 p.m. to be eligible. Hunter Brown, Chapman & Smith Co., Chicago, will be the man to beat, since he came in with a 72 in the first outing in June.

Leonard M. Franzen, Standard Brands, Inc., Chicago, is the chairman of the club's entertainment committee. Reservations are necessary and can be made through the club's quarters at the Hotel Sherman, 112 W. Randolph St., Chicago 1, Ill.

NEW ZEALAND BAKER VISITS IN CHICAGO

CHICAGO—Hilary R. Wilson, managing director of Lane's Bakery, Ltd., Auckland, New Zealand, and Mrs. Wilson recently stopped in Chicago while on an eight weeks' world tour. Mr. Wilson is seeking information to be used in the expansion of his firm's

plant and by the Auckland Master Bakers Assn. His visits have been to bakeries, bakery machinery manufacturers and flour mills.

In a discussion of food prices in New Zealand, Mr. Wilson pointed out that they are set and controlled by his government. The subsidized price for a ton of flour (80% extraction is currently used), based on American currency, is around \$60, and a 2 lb. loaf of standard bread is approximately 10¢. The 2 lb. loaf is compact, being somewhat shorter than our 1 lb. loaf but having about the same volume. Whole wheat bread constitutes 20% of the bread sales of his bakery. No rye flour is available in the country so rye bread is not produced.

—BREAD IS THE STAFF OF LIFE—

110 ATTEND NEW YORK BAKERS CLUB GOLF DAY

NEW YORK—A total attendance of 110, including 65 golfers, were on hand for the July 10 outdoor meeting of the Bakers Club, Inc., held at the Winged Foot Golf Club, Mamaroneck, N.Y.

First prize to golfers in the class A competition was awarded to Ellis C. Baum, Continental Baking Co., with second prize going to Frank Forbes of Wood & Selick, Inc. Class B winners were H. J. Bradshaw, Land O' Lakes Creameries, Inc., and Lee T. Melly, Ward Baking Co. The kickers prize was won by John H. Blake. E. J. Ranney, Ranney Sales Co., chairman of the golf committee, presented the prizes.

John LeFevre Parry, Lever Bros. Co., New York, was elected a member of the club during the business meeting presided over by Fred Werbepals, H. C. Bohack Co., president of the club.

—BREAD IS THE STAFF OF LIFE—

ALLIEDS DEFEAT BAKERS IN N.Y. SOFTBALL GAME

NEW YORK—Approximately 80 members and guests of the Metropolitan Bakery Production Club, Inc., turned out for the annual summer outing of the group held at the Engineers' Club, Roslyn, L.I., N.Y., Aug. 1. Features of the day's program included golf, softball, luncheon, dinner and the usual indoor sports.

Precedent was shattered when the official scorer declared the allied men had defeated the bakers in the annual softball game. The score was reputed to be 11-9. Thus, the allied men took possession of the "real, genuine trophy cup, appropriately engraved" offered for the first time this year.

At the outing it was announced that the first fall meeting of the club had been scheduled for the Hotel George Washington, Sept. 10.

—BREAD IS THE STAFF OF LIFE—

COLVIN BAKING CO. CITED FOR SERVICE

JANESVILLE, WIS.—The 86-year-old Colvin Baking Co. here was cited recently by the Janesville Chamber of Commerce at a special dinner for firms with 50 or more years of service to the community. J. Phil Joyce, manager of the plant, received a scroll on behalf of the bakery.

In presenting the scroll, the chamber noted that the bakery was first to ship bread to Wisconsin stores, first to use automatic end sealer, using equipment invented and patented by the late Paul Colvin, and among the first to adopt a family security plan for its employees. Mr. Joyce is a former president of the Wisconsin Bakers Assn.



John I. Cervini

J. I. CERVINI PROMOTED BY STANDARD BRANDS, INC.

NEW YORK—M. G. Rhodes, vice president and sales manager of the Fleischmann division of Standard Brands, Inc., has announced the appointment of John I. Cervini, former New York district institutional representative as national institutional sales representative assisting Philip I. Eisenmenger, now assistant to the vice president in this function.

Mr. Cervini has been connected with Standard Brands since 1928, and although most of the intervening years have been spent in the New York territory he is well known to the institutional trade through his national account service, his active participation in hotel and restaurant conventions and his allied membership in such institutional organizations as the International Stewards Assn., Hotel Sales Managers Assn., International Geneva Assn., the Chefs de Cuisine Assn. and the New York City Hotel Assn.

In his new position at the headquarters office of the Fleischmann division, Mr. Cervini will continue to handle New York and national account responsibilities but will be available for special services as well.

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JOHN D. FAULDS, OVEN FIRM EXECUTIVE, DIES

CHICAGO—John D. Faulds, 54, vice president of the Faulds Oven & Equipment Co., Chicago, died of a heart attack while on vacation at Bailey's Harbor, Wis., July 28. He started the Faulds firm in 1933 with his father, who died June 15 at the age of 81. Both members of the family were extremely active in bakery circles and were members of the Bakers Club of Chicago.

The younger Mr. Faulds also was a member of the Bakers Courtesy Club of Chicago, the American Society of Bakery Engineers and a Mason for more than 30 years. Before forming the Faulds company, he was associated with his father with the Middleby-Marshall Oven Co.

Following the death of the two senior Faulds, the presidency of the firm is assumed by John D. Faulds, Jr., 27, of the third generation. All the officers and employees remain with the firm. The youngest Mr. Faulds has been active in the affairs of the company since 1941, except for three years while he served in the Navy in World War II.

DEATHS

Ernst W. Siegal, 79, former president of the Merchant Bakers of Brooklyn and Queens, died at the Norwegian Hospital, Brooklyn, N.Y., July 23. Mr. Siegal, a resident of Brooklyn, had been in the baking business for almost 65 years. Mr. Siegal, who was born in Germany came to this country in 1887 and became the owner of several bakeries. He is survived by five sons, two sisters, a brother, eight grandchildren and three great-grandchildren.

Samuel Rosenblatt, retired special representative for the Fleischmann division of Standard Brands, Inc., died in Brooklyn July 13 at the age of 83. He joined the Fleischmann Co. in 1890 as a bakery solicitor, continued as a sales representative when Fleischmann became part of Standard Brands and retired in 1941. Among the survivors is a son, Harry Rosenblatt, Brooklyn area manager for the Fleischmann division's New York district.

George Heebe, Jr., proprietor of Heebe's Bakery, Gretna, La., died July 9 at the age of 62. He was a past president of the Louisiana Bakers Assn. and formerly served as a director of the New Orleans Master Bakers Assn. He also was Gretna alderman and a state legislator.

Eberhard Wireback, 73, retired general superintendent of bakeries for the American Stores Co., Philadelphia, for 32 years, died July 13 at his home in Willow Grove, Pa. He had been employed by the firm for more than 54 years.

Sam Golman, 56, production manager for the Golman Baking Co., Dallas, died July 15. He was with the Golman Baking Co. from 1928 until the time of his death.

Plans Complete for Production Session of SBA

ATLANTA, GA. — The completed program for the Southern Bakers Assn. retail and wholesale production conference, to be held at the Biltmore Hotel here Sept. 16-18, has been announced by Wallace K. Swanson and J. M. Albright, conference chairmen. Several changes have been made in the tentative schedule previously reported.

Dr. L. A. Rumsey, head of the School of Baking Science and Management at Florida State University, will exchange places with the university president, Dr. Doak S. Campbell. Dr. Rumsey will appear at 10:30 a.m. Sept. 17, and Dr. Campbell will appear at 2:15 p.m., Sept. 18, in the spot previously assigned to Dr. Rumsey.

M. J. Swortfiguer, the Kroger Co., St. Louis, has accepted the closing address of the conference and will speak on "Your Industry and Mine" at 4:15 p.m. Sept. 18.

John E. Morill, Union Machine Co., Joliet, Ill., has accepted an invitation to replace Charles Steiger, J. H. Day Co., who is unable to appear, and will discuss plant and equipment maintenance at 3:45 p.m. Sept. 18.

Oscar Heilman, General Mills, Inc., Boston, will take the place of Ralph Herman, also of General Mills Inc., on the panel on variety breads, scheduled at 10:45 a.m. Sept. 18.

The topic of Charles Riley, the Brolite Co., Chicago, who will appear at 2:30 p.m. Sept. 17 has been changed from "Controllable Cost Factors Affecting Bread Quality" to "Some Controllable Factors Affecting Bread Quality."

Bert Cline, secretary-treasurer of the association, reports that reservations for the conference can be made by writing the hotels committee of the SBA Production Conference at 703 Henry Grady Bldg., Atlanta.

Dr. Leverton Honored

(Continued from page 10)

American Medical Assn. and carry the seal of acceptance of the association.

The official report of the research, titled "Further Studies of Obese Young Women During Weight Reduction," recently appeared in the Journal of the American Dietetic Assn. and a copy of this report and a copy of the leaflet with complete menus were distributed to everyone attending the luncheon.

Dr. Leverton's remarks were illustrated by a series of colored slides showing the meals served during the 54-day tests and the 12 girls participating in the study. The 12 girls, between 18 and 25 years of age, lost a total of 230 lb. during the experiment.

Dr. Leverton was introduced at the luncheon by Howard H. Lampman, executive director of the Wheat Flour Institute.

Appears on Radio Program

MINNEAPOLIS—Another step toward informing the public of the value of enriched bread was taken by General Mills, Inc., on its Magazine of the Air program, Aug. 3.

"Betty Crocker" interviewed Dr. Ruth Leverton, Ph.D., nutrition ex-

pert, whose Common Sense Weight Reduction study is the basis of the current Wheat Flour Institute and Bakers of America Program promotions. The interview impressed upon listeners the contributions enriched bread makes to the health of their families, and also pointed up the fact that bread is not fattening.

The program was carried coast-to-coast by 202 American Broadcasting Co. stations.

Dr. Leverton is professor of human nutrition in the department of home economics at the University of Nebraska, and director of human nutrition research, Nebraska Agricultural Station. She is a distinguished scientist in human nutrition, and the author of many scientific reports, one of which is the famous "Common Sense Weight Reduction" study.

This study, promoted by the Wheat Flour Institute and the Bakers of America Program, includes an economical low-calorie diet of everyday foods, tested on 12 young women, who in 54 days lost an average of 19.2 lb. Significant is the fact that the diet includes enriched bread for every meal, contrary to the common belief that bread is fattening.

—BREAD IS THE STAFF OF LIFE—

KENTUCKY BAKERS PLAN OCT. 28-30 CONVENTION

LOUISVILLE — The Kentucky Master Bakers Assn. will have its annual convention at Lexington, Ky., Oct. 28-30, 1951, at the Phoenix Hotel, according to an announcement by Charles Heitzman, Heitzman Bakery, Louisville, secretary of the group.

Leslie Magee, Magee's Bakery, Maysville, is convention chairman, and William Rains, Grocers Baking Co., Lexington, is co-chairman.

—BREAD IS THE STAFF OF LIFE—

JAMES HENDERSON BACK TO CASE-MOODY PIE CO.

CHICAGO — James Henderson, since 1938 vice president and plant manager of the Wagner Baking Corp. here, has returned to the Case-Moody Pie Co. as executive vice president and general manager. Thirty-five years ago Mr. Henderson started his baking career with the Case-Moody Pie Co., loading pies. He worked his way up through the various departments of the company and held the position of plant manager at the time he left to join the Wagner firm.

John W. Ream, 66, succeeds Mr. Henderson as plant manager at Wagner Baking Co. He started in the baking business 54 years ago, with Ward Baking Co., Chicago. He was also employed by the Case & Martin Co., Chicago, and by Harris Bros., before the firm sold out to Wagner.

—BREAD IS THE STAFF OF LIFE—

FEDERAL FOOD, DRUG UNIT CONVICTS 2 BAKING FIRMS

WASHINGTON—Two baking companies were convicted in June for violation of the federal Food, Drug & Cosmetic Act, according to a recent report of the Federal Security Agency.

Fines from \$100 to \$195 were imposed for marketing bakery products containing rodent and insect filth, prepared under insanitary conditions.

—BREAD IS THE STAFF OF LIFE—

PITTSBURGH BAKERS MEET

PITTSBURGH—The Bakers Courtesy Club of Pittsburgh held its July meeting at the Churchill Valley Country Club, with J. P. Byrnes, Byrnes & Kiefer, president, in charge. William P. Olney, Specialty Paper Co.,



EMERGENCY SHIPMENT—An emergency shipment of Red Star Active Dry Yeast arrived at Grandview Airport, 20 miles south of the Kansas City business district, during the recent floods in that area. The disaster created an unprecedented demand on operating bakeries for bread, and the need for yeast was beyond the scope of the regular shipments of Red Star Yeast & Products Co. The regular shipments had been moving satisfactorily despite the adverse conditions.

Dayton, Ohio, was introduced as a new member. Jack R. Nicholas, Doughnut Corporation of America, and J. F. Sherry, Russell-Miller Milling Co., were chairmen of the sports program. Among those at the meeting were Karl E. Baur, Liberty Baking Co., Pittsburgh, president of the American Bakers Assn., and Louis J. Dudd, Dudd's Premier South Hills Bakery, Pittsburgh, past president of the Associated Retail Bakers of America.

—BREAD IS THE STAFF OF LIFE—

LOUISVILLE BANS SUMMER SALE OF CREAM PRODUCTS

LOUISVILLE — The City-County Board of Health has banned the sale and manufacture in Jefferson County of all bakery products containing cream fillings.

Dr. William F. Lamb, acting health department director, issued the order after two women were hospitalized for food poisoning after eating cream pie at two different restaurants.

The order is to be effective May 1 to Oct. 15 of each year. Establishments that can show they have full refrigeration and take certain other precautions will be exempted from the order.

—BREAD IS THE STAFF OF LIFE—

WILLIAM B. PARSHALL NAMED TO DURKEE POST

CLEVELAND — Appointment of William B. Parshall as product manager of Durkee Elmhurst Products has been announced by Elmer L. Weber, manager of Durkee Famous Foods plant in Norwalk, Ohio. Mr. Parshall succeeds Herbert A. Rice, who is leaving to organize his own distributing business as a Durkee representative in northern Ohio.

At the same time, Mr. Weber announced the appointment of Dana S. Case as office manager and Nicholas J. Mulligan as credit manager.

—BREAD IS THE STAFF OF LIFE—

IOWA BAKERS ASSN. PLANS TWO MEETINGS

DES MOINES—Two events of the Iowa Bakers Assn. have been scheduled for Des Moines. The fall meeting of the organization will be held at Hotel Fort Des Moines Oct. 31.

The 1952 convention has been set for April 15-16, also at Hotel Fort Des Moines. President and secretary of the association is Charles E. Forsberg.

REGIONAL MEETINGS SET FOR WISCONSIN BAKERS

MILWAUKEE—A series of five regional meetings for Wisconsin bakers has been approved by the board of governors of the Wisconsin Bakers Assn., with the meetings to be scheduled for late this coming winter, between January and March.

The 1952 meetings represent an increase of one in the number of such meetings the association has held in the past. Added to the list has been Racine to take in southeastern Wisconsin retailers and wholesalers. Other meetings will again be held in Madison, Eau Claire, Wausau and Appleton.

—BREAD IS THE STAFF OF LIFE—

MILPRINT MOVES BRANCH

CHICAGO—The local sales offices of Milprint, Inc., have moved to larger quarters at 100 E. Ohio St., zone 11. The new branch headquarters will accommodate the staff of 20 assigned to cover the state of Illinois and northwestern Indiana.

Senate Report

(Continued from page 10)

sible statement made by unimpeachable nutritionists as to the effectiveness of the wheat bread enrichment program in Newfoundland, it must be presumed that the author of the report has been so diligent and devoted to his immediate duties that this evidence has not been available or come to his attention.

The exclusion of such other material from the report indicates to others the partisan nature of the Senate document, marking it as a document patterned after some of the more notable statements of fact which frequently emanate from Moscow.

Criticism of Bread Standards

The rather doubtful character of the report becomes clearer as it brings out for specific mention some of the criticisms made of the proposed bread standards which the Food and Drug Administration plans to issue. One choice item, lifted out of content and without any explanatory or qualifying note, is one chosen from testimony of special pleaders of the Co-operative League which recently received a more or less public spanking

by former FDA Administrator Paul Dunbar.

This selected item is quoted as follows: "The Cooperative League objects to the proposed standards for bread"—note that the report fails to disclose that the proposed standards are only for white bread—"as sabotaging the nutritional improvement of the staff of life, of limiting the farmer's market for his products, and of consolidating the present quasi-monopolistic control of the baking and milling industries . . . and that the proposed standards will bar from interstate commerce any bread which contains more than 3% of soy flour, 2% of dry yeast and 1½% of wheat germ . . . all of these ingredients are wholesome foods of especial value in that they greatly improve the nutritional value of white bread as well as its flavor and its acceptability to the consumer."

The report then proceeds to drag in the unhappy corpse of the controversy between the producers of polyoxyethylene compounds and the mono- and di-glyceride sellers. That ever-ready expert on nutrition and devoted friend of the consumer, Dr. Anton J. Carlson, University of Chicago, has his opinion on the harmlessness of certain chemicals in foods quoted at some length in the Senate report.

At about this point the report takes leave of verity in a choice morsel of its own making which must be read in its entirety to be appreciated. The report says, "In addition to bleaches in flour, milling consumers have complained that many of the flours and breads contain phosphorus, fluorine, silicon, alum, nicotinic acid, potassium bromate and a score of other poisonous drugs."

One reading the foregoing can only conclude that the author of the report considers nicotinic acid, the base from which niacin is produced, as a poisonous drug, or that he would leave that inference in the minds of the person who reads the report.

Crackpot Outcry Revived

Nutritional graveyards of the past are rifled in an attempt to revive the ancient crackpot outcry against flour bleaching. The ghost of Old Doc Wiley is summoned out of the halls of death, and testimony of an anti-bleacher (Dr. E. F. Ladd of North Dakota) is resuscitated in order to damn the practice and incidentally to damn the Food and Drug Administration for having legalized the flour bleaching practice.

At this point the report is salted with some alleged complaints of unnamed persons from widely scattered areas and carefully selected to lend emphasis to what might otherwise be described as crank letters. The report says an "irate" citizen of Portland, Ore., complains that the "composition of these loaves read like patent medicine formulas and that gone are the days of butter cakes, etc."

An unidentified New York banker, not otherwise qualified as a nutritional expert, says that "so many vitamins are taken out of our bread that the drug houses dealing in vitamins are making fortunes selling something that should really not be taken out of our foodstuffs at all."

Price Practices

On the bakery industry price practices the report continues in its half-story vein. It cites an example of the sale of bread by an eastern baker to an army installation 35 miles distant from its plant at a price sharply less than is charged to the grocery trade immediately in the area of the plant. Uniformity of price as well as uniformity of increases and decreases in

a municipality in Ohio are noted in the report.

In an isolated instance of fairness the report admits that the Department of Justice has reported that there was no such thing as a monopoly in the baking industry. But not content to let the matter drop at that point the report attempts to qualify the conclusion of the Department of Justice by citing a former head of the anti-trust division, Herbert A. Bergson, who said: "We have investigated a few situations, and in our preliminary investigation we always come up against the difficulty of being able to establish interstate commerce. When we cannot establish interstate commerce, we have no jurisdiction so we do not proceed. Take price fixing of bread at the retail level, you very rarely find a situation where interstate commerce is involved because usually it is confined to one city or one area that is served by that one city."

Now on his own initiative the author of the report hints at the quality of the activity of the anti-trust division of the Department of Justice. Speaking through the report the author says: "No case has been brought under the federal anti-trust laws since 1941. There is no indication that the anti-trust division of the Department of Justice has been as diligent as it might have been in view of the continued growth of the control of the baking industry by large combinations."

Recommendations

The sub-committee wound up its report with the following recommendations:

"(1) That the Food, Drug and Cosmetic Act be amended to provide that non-nutritive ingredients shall not be added to bread or other food products unless their addition shall serve some useful purpose to the consumer and they have first been certified by the Food and Drug Administration to be non-injurious.

"(2) That the Committee on Interstate and Foreign Commerce give careful consideration to S. 243, an act to amend the Food, Drug and Cosmetic Act by requiring a minimum fat content for bread.

"(3) That a committee of the Congress make a thorough investigation of the Food, Drug and Cosmetic Act and all operations under this act with a view to strengthening either the law or its administration for the greater protection of the consuming public in the matter of the wholesomeness and purity of processed foods including bread.

"(4) That the Committee on Interstate and Foreign Commerce give careful consideration to S. 2540, an act to amend the Food, Drug and Cosmetic Act by requiring the labeling of bread or rolls.

"(5) That the anti-trust division of the Department of Justice conduct investigations of possible price agreements among bakers in those markets where interstate commerce is involved."

Except for a few items mentioned above concerning poisonous drugs in food, the milling industry is touched but lightly in the report. The report declares that the milling industry capacity is in excess of domestic requirements, a condition which threatens to destabilize the industry.

Scattered reports from bakery industry officials disclose that the sensational aspects of the report have received wide currency in the general press, indicating that the Department of Justice will shortly have legal hounds out in full cry against bakers everywhere chance permits.



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We Operate
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Just the Cream of Hard Wheat

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CROOKSTON MILLING COMPANY
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Quality*
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**TWO BAKERY-TESTED
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WIDE TOLERANCE NEBRASKA FLOURS
MAKE HAPPIER PRODUCTION HOURS



NEBRASKA CONSOLIDATED MILLS COMPANY
OMAHA, NEB. Mills also at HASTINGS, GRAND ISLAND, FREMONT

WANT ADS

Advertisements in this department are 15c per word; minimum charge, \$2.25. Add 20c per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 10c per word, \$1.50 minimum. Add 20c per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

HELP WANTED

SALESMAN ACQUAINTED WITH OHIO bakers to represent large mill both spring and Kansas flour. Address 2971, The American Baker, 612 Board of Trade Bldg., Kansas City 6, Mo.

WANTED—SOFT WHEAT FLOUR SALESMAN for metropolitan New York area. Outline previous experience and background. Address 2952, The American Baker, 114 East 40th St., New York 16, N. Y.

BUSINESS OPPORTUNITIES

BAKERY FOR SALE, RETAIL AND wholesale, good business in small western city. Attractive price for quick sale. Present owner has other interests. Good opportunity for real baker. Address 2969, The American Baker, Minneapolis 2, Minn.

ANNOUNCING HOME STUDY COURSE in commercial baking. Practical basic training. Good field for those with aptitude. Nearly depression proof. Send for Free booklet, "Opportunities in the Baking Industry." National Baking School, 835 Riverside Parkway, Dept. 3202, Chicago, 14, Ill.

FOR SALE—BAKERY, WEST CHICAGO near Wyoming Ave., in Detroit, Mich., catering to restaurants and wholesalers since 1928. Fully equipped. Original owner. Building 40x72 plus 20 ft. frontage parking. Reasonable terms. For further information contact Grandmont Realty Co., 16024 Schoolcraft, Detroit 27, Mich. Phone VE. 6-2009.

MACHINERY FOR SALE

TWO USED 74-36 GLEN 340-QT. MINERS, complete with motor; also one new stainless steel bowl. Ivano, Inc., P. O. Box 447, Benton Harbor, Mich.

THREE HAYSEN COOLING UNITS with side belt tanks, water pump, refrigeration units, complete, \$300 each. Roy Rhoderbeck, Arnold Bakers, Inc., Port Chester, N. Y.

DCA—DOUGHNUT COOLER, CAPACITY 1,200 dozen per hour, can be assembled for 800 dozen per hour. Excellent condition, \$2,950. Write: Mrs. Sherman's Doughnut Kitchen, Inc., 3600 South San Pedro Street, Los Angeles 11, Cal.

OLIVER SAFETY BREAD SLICERS, MODEL No. 777 with floor bases, 110 volts, 60 cycle, single phase, ½ H.P. motor, used only one year. Like new. \$200 f.o.b. Oklahoma City, Okla., subject to prior sale. W. A. Coleman, 16 S. Pennsylvania St., Oklahoma City, Okla.

COOKIE MACHINE—ONE MAN CENTURY wire cut; with six assorted dies. Allen-Advance—12 pan gas fired revolving oven, complete with all controls. Refrigerated Display Case—6 ft. light wood formica top, complete with compressor, coils, etc. All in first class operating condition. Davidson's Bakeries, 5921 Broadway, Chicago, Ill., LOng Beach 1-7422.

MACHINERY WANTED

WANTED—PULLMAN PANS, ONE POUND size, approximately eight inches long. Give full details. Allied Baking Co., 328 Columbus Ave., Springfield 5, Mass.

WANTED TO BUY—RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, 1522 E. High, Jefferson City, Mo.

BROKERS WANTED

Old established Minnesota mill now open to take on brokerage representation in many principal markets. If you have a good bakery following, needing high grade spring wheat flour, check with us concerning your territory. Address 2821, The Northwestern Miller Minneapolis 2, Minn.

BAKERIES FOR SALE

FOR SALE—COMPLETE COOKIE PLANT. Fine condition. Ready to go. 48-bun pan reel oven; mixers; cookie droppers. Reasonably priced. Write Southern Coffee Mills, Box 75, Pine Bluff, Arkansas.

MODERN RETAIL BAKERY—PRESENT location 50 years. New front—store and equipment. Lake resort, County seat. College town. Real buy! For particulars write: D. J. Ketzenberger, Angola Bakery, Angola, Ind.

FOR SALE—\$20,000 ST. PETERSBURG, Fla. Completely equipped retail bakery. Excellent location. Three good branches in super markets. Annual gross \$90,000. Address 2854, The American Baker, Minneapolis 2, Minn.

WHOLESALE AND RETAIL BAKERY in large booming city, pleasant year round climate—grossed \$263,000 last year, shows phenomenal growth, fully equipped, long lease. Broadway Realty, 1491 So. Broadway, Denver, Colo.

FOR SALE: VERY MODERN equipped retail bakery, coffee shop and ice cream bar in small town 14 miles north of Syracuse, N.Y., on route 11. Fine equipment, including new Martin oven. Low rent, good lease, wonderful opportunity for man and wife. Priced for quick sale. HENRY'S BAKERY, Brewerton, N.Y.

STERLING DRUG SALES GAIN; TAXES CUT NET

NEW YORK—Sales of Sterling Drug, Inc., and subsidiary companies for the six months ended June 30 were \$79,374,550, an increase of \$11,179,269 over those for the corresponding period a year ago, James Hill, Jr., chairman and president, reports.

Mr. Hill noted that earnings before taxes were 24% higher but that net profits had decreased 0.9% because the provision for federal and foreign income was higher.

Net profit for the first six months was \$7,409,440 after provision of \$8,800,000 for federal and foreign income taxes. After deducting preferred dividends of \$202,563, these earnings are equivalent to \$1.88 per share on 3,829,213 common shares outstanding. For the corresponding period of 1950, as revised to reflect restatement of income tax liability because of change in the tax laws, net profit was \$7,479,004 after taxes of \$5,550,000, or \$1.89 per common share.

—BREAD IS THE STAFF OF LIFE—

EXECUTIVE APPOINTMENTS ANNOUNCED BY PILLSBURY

MINNEAPOLIS—J. L. Rankin has been appointed grocery products divisional vice president for Pillsbury Mills, Inc., and H. R. Galbraith will become sales manager, Paul S. Gerot, executive vice president of the company, has announced.

With Pillsbury since leaving college

in 1934, Mr. Rankin started in the accounting department, worked in the company's Milwaukee branch as a general line salesman and in 1939 was transferred to the bakery sales department. In 1942 he went into the company's advertising department. After serving as a lieutenant in the Navy during World War II, he was appointed advertising manager and later became assistant to the vice president in charge of sales. Mr. Rankin attended the University of Minnesota and Minnesota College of Law and is a member of the Minnesota Bar.

Mr. Galbraith also started with Pillsbury in 1934. After working in St. Louis as a retail salesman, he became a divisional manager and later

co-manager of the company's central region grocery products operations. In 1947, after working in the advertising department, Mr. Galbraith was appointed product manager, his most recent assignment.

—BREAD IS THE STAFF OF LIFE—

ROBERT GAIR REPORTS NET

NEW YORK—For the quarter ended June 30, 1951, the consolidated net income of Robert Gair Co., Inc., and its subsidiaries, amounted after deducting provision of \$2,697,000 for federal income taxes and after preferred dividends to \$2,208,424, or \$1.24 a share on 1,779,888 shares of common stock. The combined net income for the first six months of 1951 amounted to \$4,184,915, or \$2.35 a share.

BAKING HELPS

from The American Baker's Reader Service Department

Baking Publications:

SELLING SENSE FOR THE ROUTE SALESMAN

By Fred DeArmond

A new publication written especially for the route salesman and managers interested in this method of distribution. \$3.50

DUTIES OF A BREAD SALES SUPERVISOR

By E. J. Sperry

A valuable textbook for bread sales supervisors, managers and owners. Sections on interviewing prospective salesmen, record keeping, advertising. Initial copies \$20.00; additional copies \$4.41

ADVANCED PIPING AND CAKE DESIGN

By "Nirvana"

Designed for the baker who wishes to expand his creative designing and master a classic technique, this 135-page illustrated volume contains chapters on lettering and design. \$4.50

SWISS BAKERY AND CONFECTIONERY

By Walter Bachman

The English translation of a Swiss book of formulas for making all kinds of "Continental" cakes and pastries. Covers every stage from raw materials to the finished article. \$9.00

THE COMPLETE PATISSIER

By E. J. Kollist

Another volume dealing with European pastry delicacies, this work contains almost 1,500 formulas, with sections on yeast cakes, meringues, and pastries in addition to confectionery. \$10.00

Service Publications of The American Baker:

THE BAKESHOP TROUBLE SHOOTER

By A. J. Vander Voort

One of the classic publications for the baker, prepared by an expert in his field, now in its third printing. An invaluable aid in solving production problems almost as rapidly as they occur. \$1.00

THE BAKESHOP FORMULA BOOK—CAKES AND PASTRIES

Another book by A. J. Vander Voort, and a handy source of up-to-date and practical formulas on the production of cakes and pastries with which the baker can increase sales and improve his product's quality. \$1.00

Reprints Available:

WHAT ABOUT BROWN 'N SERVE?

By Harold K. Wilder

The current status of the revolutionary baked product introduced about two years ago and now a standard item for the retail and wholesale baker. Reprinted from The American Baker for January, 1951. 10 cents

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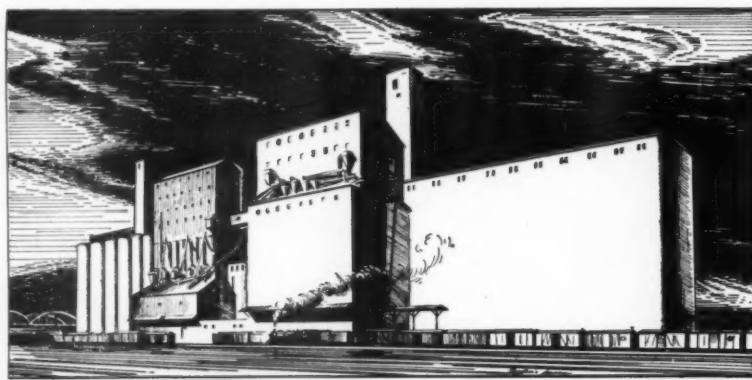
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An Old Story

Miller Tells Food Editors About Enrichment History

CLEVELAND — As an opening event of the 42nd annual convention of the American Home Economics Assn. in Cleveland, the consumer service department of the American Institute of Baking entertained a group of food editors at a luncheon meeting at which Walter Warrick of Chicago, vice president of the J. R. Short Milling Co., was the speaker.

About 85 food editors of newspapers, nationally circulating magazines, radio and television heard Mr. Warrick, long an industry leader in the work for enrichment, review the bakers' extensive efforts to give the American public a nutritionally rich product. He pointed out the historical fact that the baking industry was working on an enrichment program long before the War Food Order No. 1.

Members of the consumer service staff of the institute, Gertrude Austin, Ruth Clarke, Margaret Delaney and Dorothy Cushman, who were in Cleveland throughout the convention, were hostesses at the event, and Mary Kinnavey Moore, the institute's director of publicity, presented the speaker.

In his talk, Mr. Warrick said in part:

"Do you food editors and home economists realize that bread rich in vitamins was advertised as early as 1923? In that year I prepared a bread advertising campaign based on the work done by a Dutch scientist in Java. In that same year, a large baking company offered a new bread containing high levels of vitamins A and B, and spent a million dollars

in carrying the message of this better bread to the public.

"In the early 1930s another popular brand of bread was fortified with the vitamin D, according to the Steinbach process controlled by the Alumni Association of the University of Wisconsin. The baking firm producing this bread, advertised it as containing "the sunshine vitamin."

"About this same time, I again tried to develop public interest in a bread to which vitamin B had been added. The vitamin concentrate used in this bread had been developed by a member of the faculty of the University of California, and was made from the polishings of rice and wheat germ. Twenty bakers in widely separated areas, from Sacramento, Cal., to Albany, N.Y., featured this vitamin B bread. Two years of intensive work went into the promotion of it, and into the effort to bring it to the attention of parents of growing children.

"During the period from 1930 to 1940, there were many attempts made by baking companies to develop a demand for breads which were fortified with vitamins. None of these programs of individual firms succeeded since they lacked the support of authorities in medicine, nutrition and government.

"Nevertheless, the baking industry as a whole still was reaching for a way to interest the consumer in a more nutritious bread. In 1940, a conference of 150 large independent wholesale bakers was called in Chicago, by the W. E. Long Co., to discuss this question of fortifying breads with vitamins. Dr. C. A. Elvehjem of the University of Wisconsin was the principal speaker. As evidence of the thinking at that time, may I read from the minutes of the meeting, the remarks I made at the conclusion of Dr. Elvehjem's address:

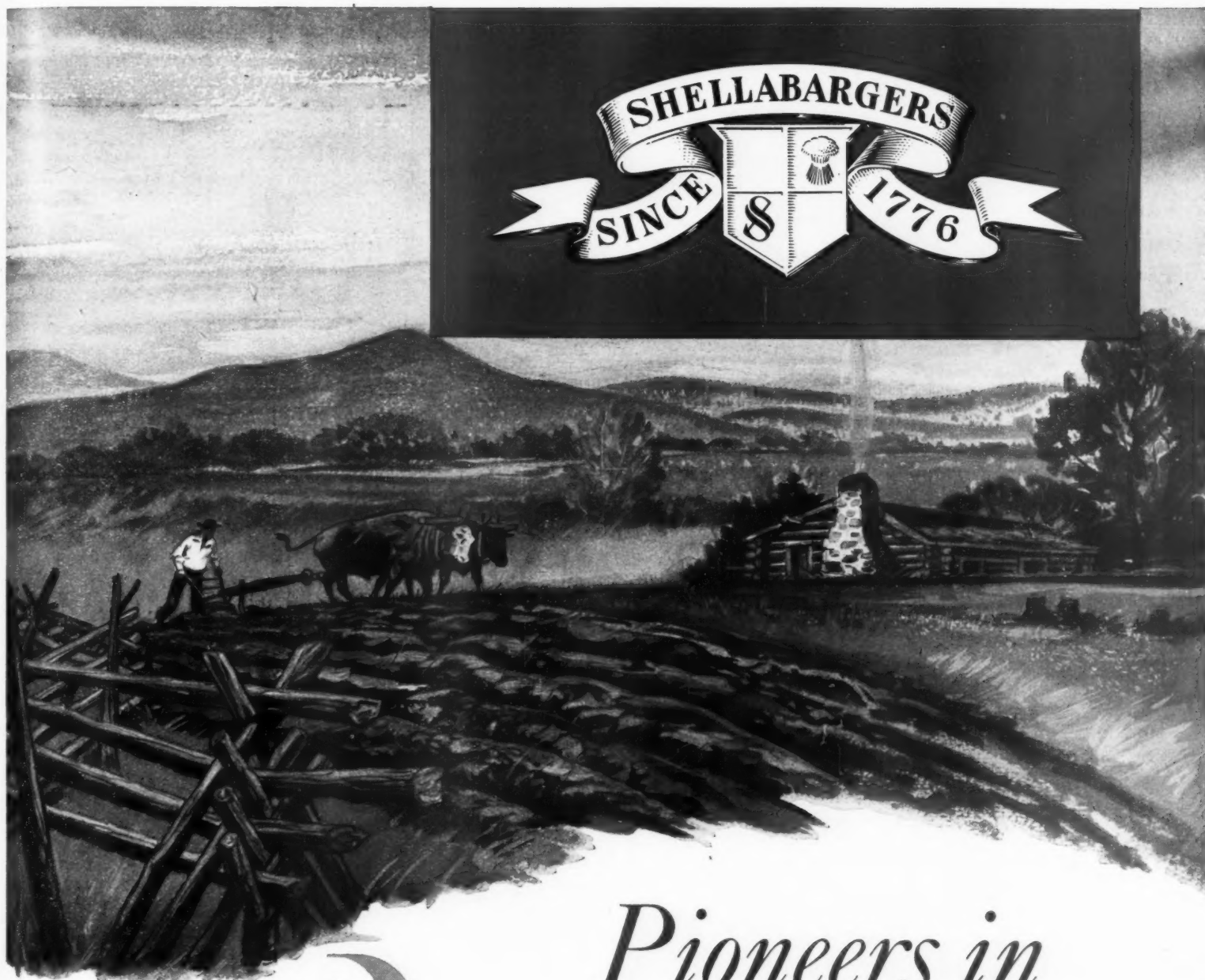
"Gentlemen, this decision that confronts bakers is an important one. I think you will agree readily that from the standpoint of social responsibility, it behooves the baking industry to restore these vitamins and minerals to our white bread. You may be reluctant to approach it, because, unquestionably, a period of consumer education lies ahead of you. The public is interested in vitamins, believing they are important to health. I regard both the vitamin B, and the complete vitamin restora-

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tion not as quick advertising themes to be seized upon by the baker who is looking for a quick advantage, but they are to be used only by those bakers who believe that their social responsibility requires them to make these products and who, knowing that, are willing to stick to the program until they make the public understand them.

"I also believe (this is merely an opinion) that when we have restored and built back of white bread the confidence which would naturally follow, that our industry could expect an increase in the consumption of its products. Can you imagine the time which seems to be at hand, when medical men, nutritionists, social workers, dietitians, teachers, will all join in the acclaim of white bread, pointing to it as one of the finest foods in the American dietary?"

"That situation, I feel, is at hand provided high minded bakers are willing to direct this educational program assiduously, wisely, conservatively and stick to it until done.

Big Educational Program

"You can see from these bits of baking industry history that by the time the enriched bread program became official 10 years ago, the baking industry had been prepared for its acceptance by long years of thought on the subject. The industry had learned from those years of trial and error that the promotion of vitamins in bread could not be a matter of competitive advantage. The innumerable campaigns that had been run in hundreds of test markets had shown clearly that the educational program was so big and broad that no single baker could do it alone.

"The wartime enrichment program which had the approval of leading scientists, nutritionists and government officials gave a stability and public confidence to bakers and millers which had been lacking in the earlier efforts. This wartime enrichment program was inaugurated at the National Nutrition Conference for Defense, which met in Washington in May, 1941, at the call of the president of the U.S.

"Undoubtedly some of the women in this room were present at that conference. You all know that under the banner of enrichment many professional workers in many fields have joined hands to work for a better nutritional program in the U.S. Magnificent work had been done in the baking industry by the American Institute of Baking and its staff.

"However, great as the joint achievements have been to date, we still are confronted with a major problem—confusion on the part of the public as to the relative value of whole wheat bread and enriched bread. There have been many ardent advocates of whole wheat bread. The baking industry always has been confronted by critics in high places who have felt that the American public should eat whole wheat bread. We, in the industry, feel that there are some nutritionists who may not realize that confusion is being created in the public mind by the advocacy of the sole use of whole wheat bread.

"Bakers would just as soon make whole wheat as white bread—it is just as easy to make. But the fact of the matter is that the public does not like whole wheat bread. While preparing this talk, I checked with a great baking plant in one of our major American cities, to get its figures on the production of whole wheat bread. This concern advertised a whole wheat loaf for three years. Results? The maximum sale in an

area which includes six million people was only 6,500 loaves a day. I also checked with the milling industry, and found that whole wheat flour represents less than 1½% of the total flour grind.

Prefer White Bread

"Such facts and figures would tend to show rather conclusively that the general public just does not like whole wheat bread. People prefer white bread. However, when doctors, dietitians and teachers recommend the eating of whole wheat bread, they are suggesting by inference that white bread is not good for one. Confronted by the cross ruff between expert advice and personal taste, Mrs. Consumer tends to be confused and to question the food value of white bread. We in the baking industry think that if one wishes to suggest whole wheat bread it is preferable to say: 'Serve whole wheat or enriched bread.' This is nutritionally sound and prevents confusion.

"On May 16 of this year, Dr. Frederick J. Stare, head of the Harvard Schools of Public Health and Medicine said in an address:

"Somewhere in the development of our civilization, we have learned to speak of pure foods, and for some reason whiteness is associated with purity. White sugar and white flour, we think of as pure foods. It is true, we take out some of the nutrients, but if our population prefers white sugar, if our population prefers white flour, why not let our population have white sugar and white flour, particularly as long as we are intelligent enough to add back the nutrients that we take out of them in the refining process?"

"Remembering the statement of Dr. Stare of Harvard and remembering the confusion that arises in the public mind over wheat bread versus white bread, it seems apparent that food experts can help clarify the situation by recommending whole wheat bread or enriched bread, by grouping the two together as valuable assets in good diet, or by referring only to enriched bread.

"As you think of the enriched bread

program, will you remember that the educational job is too big for an individual enterprise, as I have pointed out by the experience of many bakers. It is too big even for an industry unless it continues to have the support of home economists, food editors, the medical profession and government officials. We need your support and your advice. Our industry takes its tone and inspiration from you in this matter. With our guidance and with your cooperation, we can develop a better nutritional program for the American people."

—BREAD IS THE STAFF OF LIFE—

NEW NABISCO WAREHOUSE

JACKSONVILLE, FLA.—Construction of a modern warehouse and office building here for lease to the National Biscuit Co. has been announced. The building, expected to cost about \$53,-

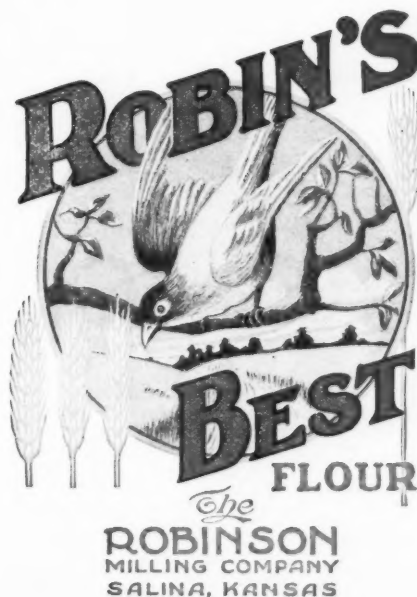
000, will contain 18,500 sq. ft. floor space. It has been leased by the National Biscuit Co. for a long period.

—BREAD IS THE STAFF OF LIFE—

GOVERNMENT ISSUES WAGE, HOUR BULLETIN

WASHINGTON — A bulletin on union wages and hours in the baking industry has been issued by the U.S. Department of Labor and is available from the U.S. Government Printing Office in Washington for 25¢, a bulletin from the American Bakers Assn. points out.

The government publication is Bulletin 1014 and is entitled "Union Wages and Hours: the Baking Industry, July 1, 1950." It contains 27 pages of tables showing wages and hours for bread, cake, pie and biscuit and cracker plants in 74 cities. Hourly rates for practically every union job in a bakery are shown.



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GRIST & GRINS



Andrew was feeling out of sorts when he came out of his apartment, so he spoke rather sharply to the little boy who blocked his passage with his toy wagon.

"Now, why did I do that?" he asked himself. "Just because I have no kids of my own should I go around yelling at other people's kids?" He yearned for an opportunity to make amends for his unkindness.

Suddenly he espied a dirty little urchin sitting on the curb, crying bitterly.

"Aha," said Andrew. "Here's where I redeem myself."

Inquiry revealed that the weeping youngster had lost two quarters. So Andrew generously gave him two more. But the boy continued to weep.

"For Pete's sake!" Andrew cried, "What are you crying about now? You've got your two quarters, haven't you?"

"Yes," bawled the little boy, "but if I hadn't lost the others I'd have four now!"

The barber lifted the young customer into his chair and said: "How do you want your hair cut, son?"

"Like dad's, with a hole in the top."

The Scotchman's wife was ill and he was telling a friend he needed an undertaker.

"But," said the friend, "it's a doctor you need."

"Nay, nay," replied the Scotchman. "I canna afford to deal with middle men."

The man at the police clerk's desk wanted some help in serving a warrant. "What does the man look like?" queried the clerk. "Does he have a moustache?"

"Don't know," was the answer. "If he does, he keeps it shaved off."

The old philosopher says: "Tell a man there are 270 million stars in the universe and he'll believe you. But show him a 'Wet Paint' sign and he'll come away with dirty hands."

Agent (to newly rich client, engaging talent for her "at home")—"What about Madame D'Oprano?"

Client—"Is she good?"

Agent "Good? Why's she a great virtuoso."

Client: "Never mind about her morals. Can she sing?"

It was his first experience as a shop assistant. "Have you an account here, ma'am?" he asked, after booking a customer's order.

"No!" was the reply, "but I would like to see the manager."

The assistant walked across to where the manager stood. "A lady of no account to see you, sir," he said.

Overheard in a night club: "Hands off, Columbus, you've discovered enough for one night."



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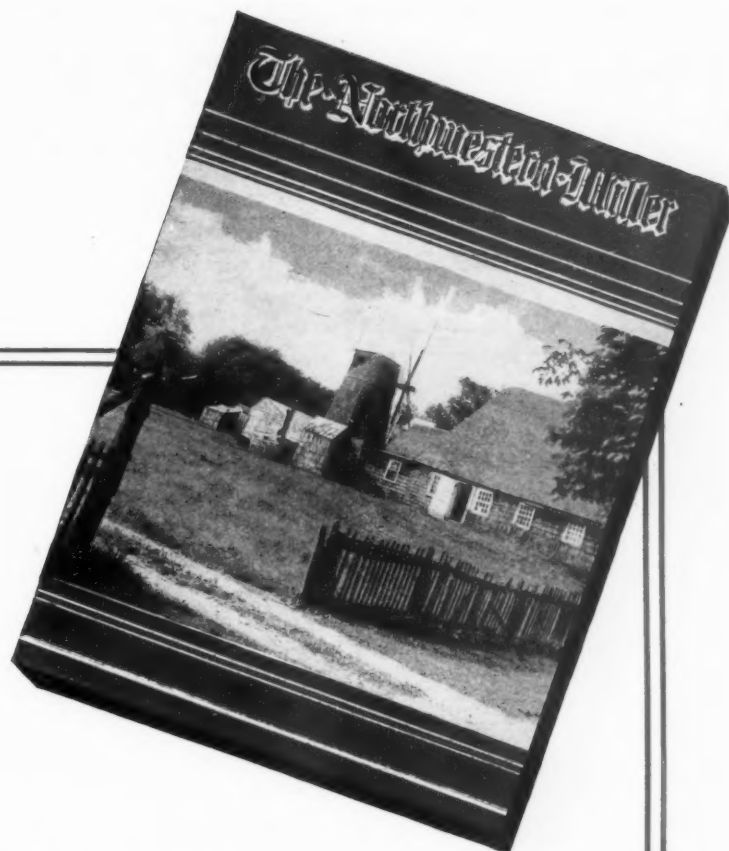
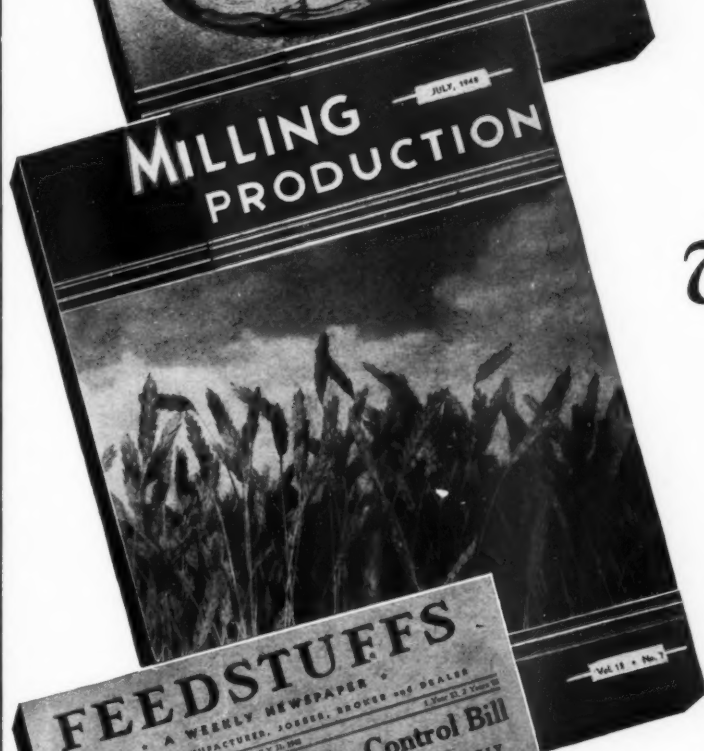
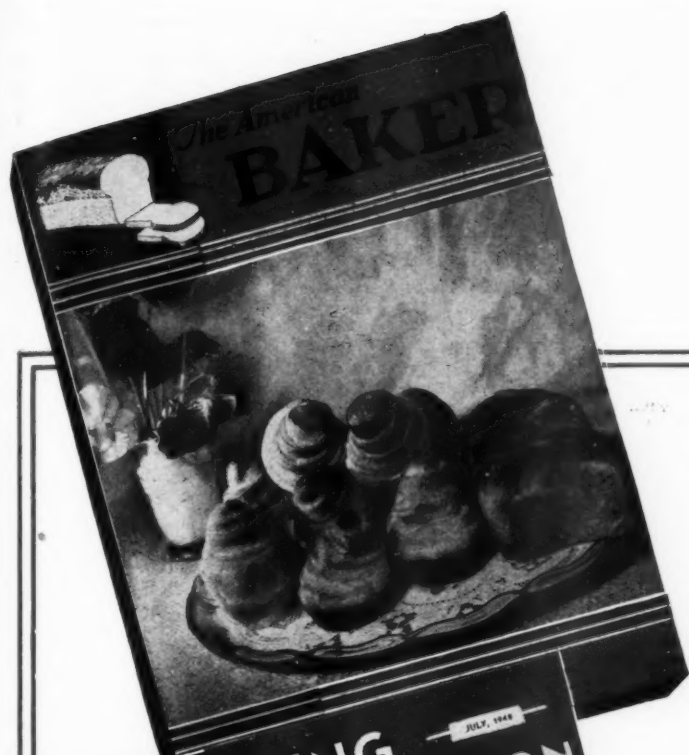
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MILLING PRODUCTION is a monthly technical journal for operative millers, cereal chemists and their associates. Its circulation is carefully selected to assure advertisers complete coverage among key personnel in the production departments of the flour milling industry.

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Crete Mills, The	36	Lyon & Greenleaf Co., Inc.	50	Strisik, S. R., Co.	80
Crookston Milling Co.	71	Lysle, J. C., Milling Co.	36	Tennant & Hoyt Co.	41
Dairymen's League Coop. Assn., Inc.	78	Mennel Milling Co.	36	Textile Bag Manufacturers Assn.	34
De Lisser, Andrew	80	Mente & Co., Inc.	78	Thompson Flour Products, Inc.	80
De Stefano, Ulysses	80	Merck & Co., Inc.	57	Tri-State Milling Co.	74
Dixie-Portland Flour Co.	61	Midland Flour Milling Co.	47	Union Bag & Paper Co.	
Doughnut Corporation of America	52	Miner-Hillard Milling Co.	32	Union Steel Products Co.	30
Dow Corning Corp., The		Mitchell, E. P., Co.	36	U. S. Industrial Chemicals, Inc.	
Duluth Universal Milling Co.	74	Montana Flour Mills Co.	80	Urban, George, Milling Co.	36
Duncan, Wm. C., & Co., Inc.	80	Montgomery Co.		Voigt Milling Co.	58
Dunwoody Industrial Institute		Moore-Lowry Flour Mills Co.	39	Wallace & Tiernan Co., Inc.	Cover
Eagle Roller Mill Co.	17	Morris, Cliff H., & Co.	80	Wall-Rogalsky Milling Co.	58
Eckhart, B. A., Milling Co.	53	Morrison Milling Co.	36	Walnut Creek Milling Co.	44
Enns Milling Co.	42	Morten Milling Co.	51	Wamego Milling Co.	58
Evans Milling Co.	78	Myers, J. Ross, & Son	42	Watson Higgins Milling Co.	
Fant Milling Co.	49	National Cotton Council of America		Weber Flour Mills Co.	48
Fisher-Fallgatter Milling Co.	50	National Yeast Corp.	58	Western Star Mill Co.	
Fisher Flouring Mills Co.	61	Nebraska Consolidated Mills Co.	71	White & Co.	
Flour Mills of America	45	Nehemkis, Peter R., Sr.	80	Whitewater Flour Mills Co.	36
Ft. Morgan Mills	36	New Century Co.	80	Wichita Flour Mills Co.	58
Franco, Francis M.	80	New Era Milling Co.	43	Williams Bros. Co.	42
Fulton Bag & Cotton Mills	7	Noblesville Milling Co.	44	Williams, Cohen E., & Sons	80

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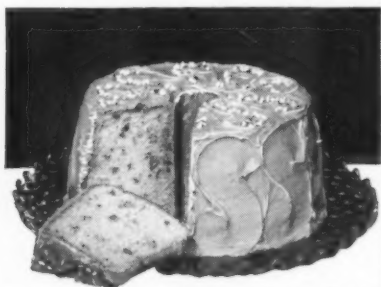


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